NOVEMBER 25, 1957

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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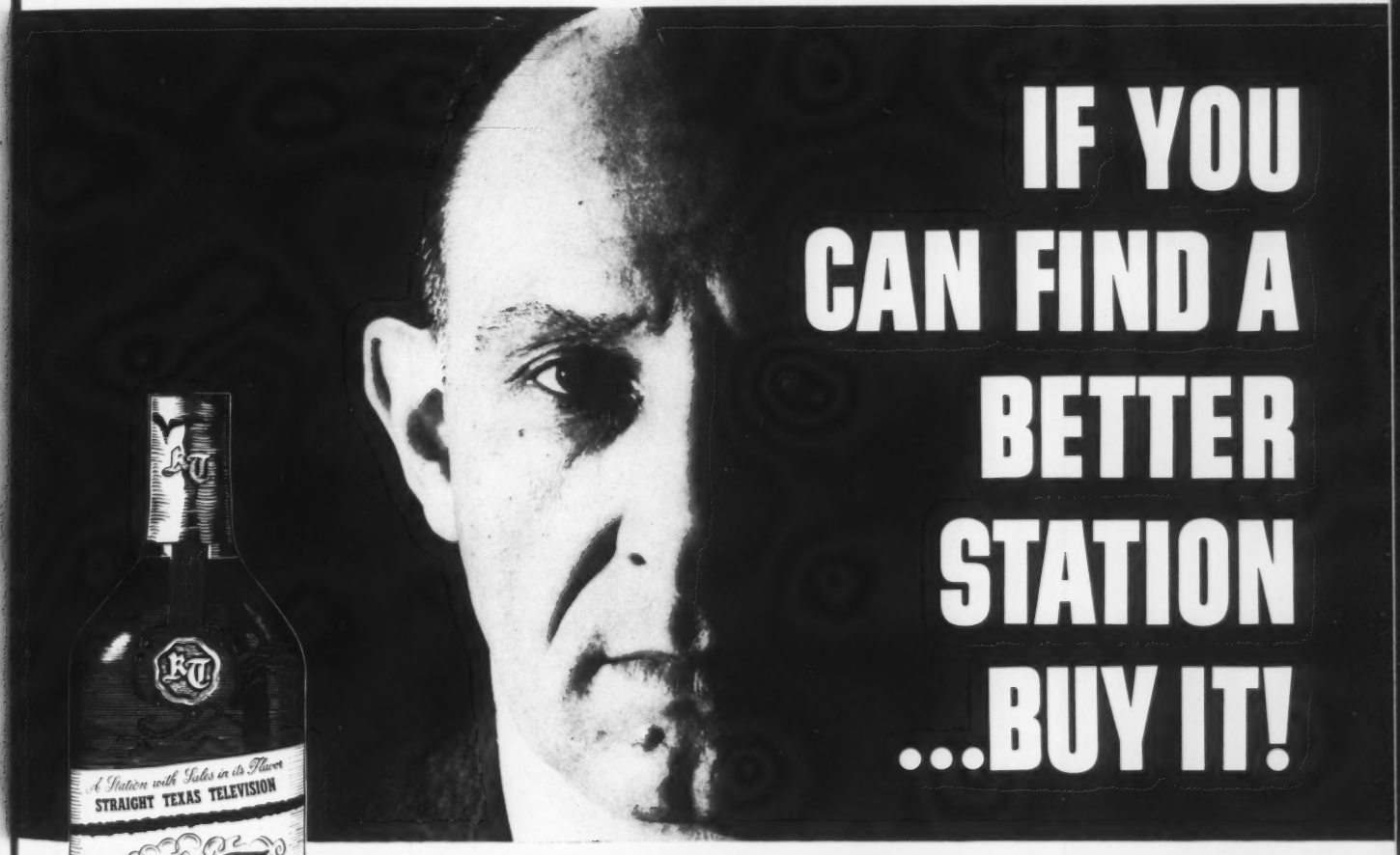


COURTESY OF ANCIENT AGE

Out of Texas, the great television country, comes the greatest of them all, mellow, warm-hearted, aged to perfection eight full years... KPRC-TV, Houston. We challenge you to find a better station.

Kprc Tv, houston

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

any wonder KVTV wins the audience awards in Sioux City? *look what they offer**

the top shows of 2 networks

the top-rated syndicated shows

the top 35 local live programs

* Based on recent Pulse figures

When it comes to TV dominance . . . there's no contest in Sioux City.

To join the winning team, contact your Katz representative.

KVTV Channel 9

CBS — ABC Sioux City, Iowa

Under the same management as WNAX-570, Yankton, South Dakota, Don D. Sullivan, General Manager

As FIRST as you can be!

July ARBs*

1. Gunsmoke	WCHS	51.4
2. Highway Patrol	WCHS	38.9
3. I've Got a Secret	WCHS	35.7
4. Alfred Hitchcock	WCHS	34.8
5. What's My Line?	WCHS	33.0
6. To Tell The Truth	WCHS	32.4
7. Undercurrent	WCHS	31.1
8. Richard Diamond	WCHS	30.9
9. Playhouse 90	WCHS	30.7
10. $64,000 Question	WCHS	29.3
The Millionaire	WCHS	29.3

Eleven out of the top ten programs in West Virginia's biggest market! Some stations can garner 7 out of 10, 8 out of 10, 9 out of 10, and rarely, 10 out of 10. But 11 out of 10 of the top-ten in the biggest market shows what WCHS-TV offers in the Charleston-Huntington-Ashland area. These are the ARB figures released 8/27/57. WCHS-TV with its 1,000 foot tower and maximum power reaches a great and growing market. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS·TV

*Ten top-rated television programs in CHARLESTON. Compiled from ARB audience study for the survey week of July 25 through 31. All figures copyrighted by the AMERICAN RESEARCH BUREAU, INC. Released 8-27-57.

... SERVING CHARLESTON-HUNTINGTON-ASHLAND

FROM THE BIGGEST MARKET ...

Charleston's only TV Station!

BASIC CBS

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

GILT-EDGED

PROSPECTS...

the 3½ million people of

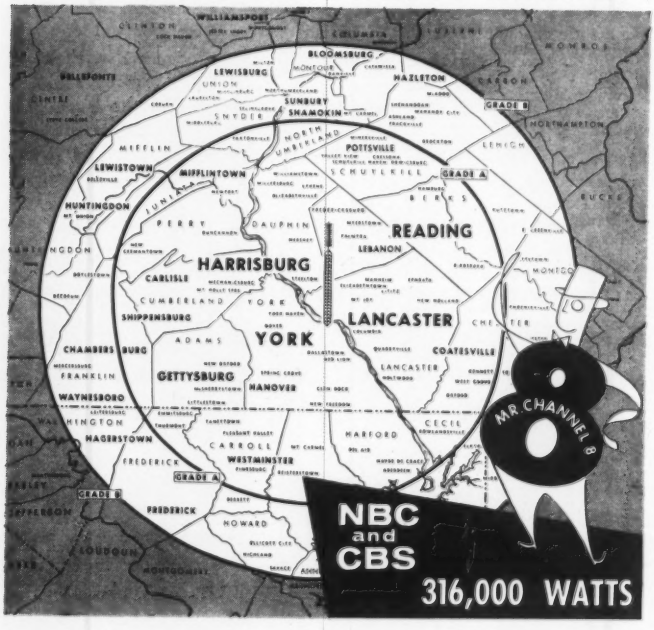
SELLvania

AMERICA'S 10th TV MARKET

This vast, prosperous audience is characterized by its prosperity and high buying standards. SELLvanians are quick to respond to your selling message when presented on WGAL-TV to...

- 1,015,655 families
- 917,320 TV sets
- $6¼ billion annual income
- $3¾ billion annual retail sales

CHANNEL 8 MULTI-CITY MARKET



WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

WDAF-AM-TV NEAR SALE • Sale of WDAF-AM-TV by *Kansas City Star* to National Film Investments Inc., subsidiary of National Theatres Inc., one of nation's biggest motion picture exhibition companies, reportedly was in negotiation last Friday at price of about $7.5 million. Elmer Roden, president of National Theatres, and Charles L. Glett, president of investment subsidiary and former CBS West Coast vice president and RKO Pictures chief executive, were handling negotiations with Roy Roberts, president of Kansas City Star Co. and associates.

•

Week ago Star Co. signed consent decree in civil antitrust suit agreeing to divest itself of stations "in reasonable time." Both stations are pioneers. Star Co. originally put stations on market at $12 million last spring [CLOSED CIRCUIT, April 8]. *Deal with National understood to be all cash or very close to it. At least one other sale fell through because of lack of cash.*

•

GROUND RULES • Despite numerous attacks in Congress on FCC's "criteria"—or lack of same—in making tv grants, it remains for newest member of Senate to introduce legislation which would spell out just what Commission can and must consider. Sen. William Proxmire (D-Wis.) plans to introduce such a bill when Congress reconvenes in January. Senator thinks Commission sometimes "twists" its present standards to fit individual cases, and he feels there currently is no basis for appeal from Commission's reasons for favoring one applicant over another.

•

Another factor which Sen. Proxmire's bill would seek to remove from Commission consideration is "political pressures." Prime-mover behind legislation, and one of senator's chief supporters in special election to replace late Sen. McCarthy, is Madison Capital Times. Times *has been outspoken in its charges that pressure brought by Sen. McCarthy and present administration caused it to lose out in battle for ch. 3 Madison* [GOVERNMENT, *June 10*]. *Sen. Proxmire has one man (Ph.D. candidate writing his thesis in field) working full time on proposed legislation.*

•

MONTHLY ROTATION • New concept of network programming, in which weekly one-hour shows would be sponsored by four rotating sponsors—each advertiser responsible for one show every four weeks—has been conceived by Robert Foreman, vice president in charge of tv-radio for BBDO. He is cooperating with Oliver Treyz, vice president in charge of ABC-TV, on plan whereby concept would be instituted by ABC next year.

Subliminal perception is giving FCC trouble—and not only for obvious reasons (see story page 72). Gag around Commission last week was that after years of worrying about overcommercialization on radio and tv, FCC now has to decide whether undercommercialization is in public interest.

•

GIFT LIST • All three major networks—ABC, CBS and NBC—have now supplied Moulder investigating committee of House with full details on their social and business associations with members and staff of FCC in compliance with letter of Oct. 3, seeking data on purported "fraternizing" with FCC. It's presumed this data will not become public, if at all, until hearings begin before Moulder Committee on Legislative Oversight after Congress convenes in January.

•

Quest of Moulder committee investigators, headed by chief of staff and chief counsel Bernard Schwartz, is understood to have yielded sharply conflicting data. Where applicants have been successful in cases before FCC, testimony strongly favors Commission's method of operation. Diametrically opposite is true where disgruntled applicants are involved. View is widespread that committee is conducting inquisition rather than legislative inquiry to determine whether administrative agencies are subservient to Congress, as lawmakers contend they should be, or take their orders from executive branch, meaning White House.

•

24-HOUR NETWORK • With sales climbing, MBS plans shortly to take step toward becoming first network with round-the-clock programming. Network plans to extend broadcast day by two hours to 2 a.m., effective first of year. One reason: MBS newscasts on half-hour are sold out and extension will create two additional sales positions. Another: to provide extra service to West Coast Don Lee Network stations, expected soon to become affiliated directly with MBS [CLOSED CIRCUIT, Nov. 18; NETWORKS, Nov. 4].

•

Mutual will soon claim happy situation of having commercial time virtually sold out. Officials say multiple purchase by Sterling Drug Co. for its Fizrin analgesic, through Compton Adv., New York, leaves only few 20-second newscast adjacencies available through December. Fizrin buy, representing approximately $60,000 net billing, includes participations in 8:05-30 p.m. mystery strip, 18 Gabriel Heatter newscasts, 20 other five-minute newscasts and half of Bill Stern Sunday night sports show for four weeks. In addition, P. Lorillard Co. (Newport cigarettes) has signed for 236 20-second newscast adjacencies between Nov. 24 and Dec. 31, through Lennen & Newell. Newport deal represents about $7,000 net.

•

SIMPLE PROBLEM • Mexican delegation met in Washington all last week with U. S. delegation, headed by FCC Comr. Rosel H. Hyde, on uhf allocations along Mexican international border. While no uhf's now are being used, Mexicans presumably desire to protect their position in anticipation of tv's growth or possible eventual move of tv to uhf. No conflicts are indicated because of availability of adequate number of uhf channels and because protection would not be required beyond couple hundred miles on each side of border. Conversations are expected to end sometime this week.

•

Continuing decline in aircraft employment in southern California, following cutbacks in military orders, has begun to force curtailments in advertising and layoffs in agency personnel. Los Angeles office of Foote, Cone & Belding, which handles advertising of both Hughes Aircraft and Lockheed Aircraft, has let 17 people go, probably largest layoff of any agency for this reason.

•

UNCLEAR CHANNELS • FCC again had its "clear channel day" last Thursday but did not come to conclusions on what to do about radio allocations problem that has confronted it for dozen years. But heat is on and Commission hopes to have action—probably looking toward rule-making—before Congress convenes next Jan. 7. Staff proposal before FCC does not provide for new high power status for any of clear channel stations in New York or Chicago, presumably on ground that they already cover vast population areas with 50,000 w.

•

Document before FCC on clear channel case contains suggestion that 12 of remaining 24 fully clear (I-A) channels be qualified for new I-A status, which would mean minimum power of 500,000 w and maximum of 750,000 w (as against present maximum of 50,000 w). Dominant stations on these channels which would be eligible to go up to maximum, if this proposal were accepted, are: KFI Los Angeles, WOAI San Antonio, WFAA-WBAP Dallas-Fort Worth, KSL Salt Lake City, KMOX St. Louis, WHO Des Moines, WJR Detroit, WLW Cincinnati, WHAS Louisville, WSM Nashville, WSB Atlanta and WWL New Orleans. Other 12 I-As would become I-Bs with present 50,000 w maximum.

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

The hunting season is now open in Upstate New York. I hope you have your reservations in early for our lush Channel 8 cover.

Nimrods will be stalking our area from dawn until sign-off taking pot-shots at every availability that sticks its neck out.

Even the amateur scattershooters arrive expecting to get their daily limits. Last year a complete novice using a full-choked, single-barrel rate card bagged a brace of tender, ring-tailed minutes and a whole covey of juicy ID's his first time out.

Game experts from both Abercrombie & Fitch and Dun & Bradstreet claim that our local abundance of food and shelter give us as plush a preserve as exists anywhere.

Rich as this country is we do suggest that you hire a licensed guide. May I recommend Fred Menzies, our commercial manager, or the Katz Agency. Both know the territory well, have compasses and will travel.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

The Top 50 Radio-Tv Agencies in '57—McCann-Erickson, with a $26.6 million increase over last year, becomes No. 1 with $103 in combined billings this year. Annual BROADCASTING survey shows 1956 leader, Young & Rubicam, increased $18 million, but winds up as runner-up with $100 million. Kingpin in spot: Ted Bates with $43.5 million. Page **27.**

ADVERTISERS & AGENCIES

Radio-Tv in AAAA Spotlight—Broadcast media get heavy share of "allocations" for mythical cigarette in media-buying workshop at AAAA Eastern Conference. Tv and radio commercial production techniques explored in another session. Page **50.**

The Morning After in Baltimore—Now that taxes totaling 6% against advertising media have been adopted, opposition moves to take battle to courts. Though pared from originally proposed 9½%, levies still represent a nearly $2.7 million annual bite. Page **48.**

GOVERNMENT

Greenlight to NTA—FCC approves National Telefilm Assoc. purchase of KMGM-TV Minneapolis, with only Comr. Bartley dissenting. Page **80.**

Keep Tv's Status Intact—Assn. of Maximum Service Telecasters, filing in 25-890 mc inquiry, urges FCC to wait for TASO findings. Page **80.**

FILM

Lots of Takers—NTA, United Artists and Paramount said to be contenders to purchase AAP; but NTA says it has contract signed. Meanwhile, word from AAP: nothing about a purchase, but many sales to stations to report. Page **88.**

More Tv Filmaking—Desilu Productions reportedly paying more than $6 million to acquire California studio facilities from RKO Teleradio. Page **88.**

NETWORKS

ABC-TV's Nighttime Goals—Network outlines plans to primary affiliates in Chicago meeting. Audience leadership by next April is objective. Page **56.**

Salant Slams Barrow Report—CBS executive defends tv network practices, criticizes pay tv. He notes, however, that CBS will actively participate in toll system, if approved. Page **64.**

The Impact of CBS-Owned Radio Outlets—Network releases findings of its survey that cites appeal and preference for CBS Radio stations. Page **60.**

PROGRAM SERVICES

Movie Exhibitors Hit Pay Tv—Theatre Owners of America vote unanimously against both off-air and wired pay tv. Pledge to work for legislation to ban pay tv. Action taken at convention in Miami Beach. Page **66.**

TRADE ASSNS.

The Tv Picture—Television Bureau of Advertising at Chicago membership meeting girds for 'storms' ahead. Page **95.**

Catholic Bishops to Study Radio-Tv—Yearlong evaluation to be made prior to any decision on extension of Legion of Decency. Page **97.**

STATIONS

Living-Room Labs—On-the-air subliminal tests are emerging from antennas. WLWO (TV) Bangor, Me., is sending invisible messages. Two radio stations are tinkering with low-level sound transmissions. And government people are adding a nice tint of reddish tape to electronic emanations. Page **72.**

PROGRAM SERVICES

Another Snub for Toll Tv—Subscription tv in any form opposed by 96.6% of nearly 45,000 respondents to *Tv Guide* poll. Page **66.**

MANUFACTURING

GE's New Color Camera—Pre-production model of smaller live color tv camera demonstrated at opening of WGY-WRGB (TV) broadcast center in Schenectady. Page **92.**

OPINION

MR. MAHLER

The Clever Commercial Doesn't Always Sell—Too much of an effort towards ultra-sophistication, artiness or too much imitation of other sales messages, can make your commercial ineffective. These and other writing errors are cited by Myron Mahler, Emil Mogul Co., in this week's MONDAY MEMO. Page **121.**

What Tv Is Meaning to Exhibitors—Eric Johnston, MPAA head, speaking to theatre men meeting in Miami Beach, outlines the facts of life insofar as television's effects are concerned. Page **70.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Twin highs in the Twin Cities . . .

Highest ratings in WDGY's history . . .

All three surveys agree—WDGY is first all day:
31.9% average share of audience (Hooper).*
29.9% average share of audience (Trendex).**
More ¼ hour wins than anybody—and no ¼ hour below second (Pulse).***

Highest billings in WDGY's history . . .

It isn't just *quantity* of audience that has created this new Twin Cities time-buying habit. It's something else—the particular ability of Storz Station programming to provide a climate in which your message has maximum penetration-potential.

Talk to Blair . . . or WDGY General Manager Jack Thayer.

WDGY *50,000 watts*
Minneapolis-St. Paul

* 7 a.m.-6 p.m., Mon.-Sat.
** 7 a.m.-6 p.m., Mon.-Sat.
*** 6 a.m.-6 p.m., Mon.-Sat.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Formal Legal Action Started Against Baltimore's Ad Taxes

First formal legal counterattack against Baltimore's new taxes on advertising media gets underway today (Mon.). D. L. (Tony) Provost, vice president of radio-tv division of Hearst Corp., announced Friday suit would be instituted today in Circuit Court of Baltimore City to have new ordinances declared invalid (early story, page 48).

"Our counsel, Sherbow & Sherbow, have been instructed to carry the proceedings through all legal channels," Mr. Provost stated. Hearst Corp. publishes *Baltimore News-Post* and Sunday *American*.

Earlier Friday, William F. Schmick Sr., president of A. S. Abell Co., publisher of Baltimore *Sunpapers* (WMAR-TV), said that brief that would include plea for injunctive relief was being prepared. It is to be filed early this week.

Others are expected to join legal fray in opposition to twin taxes that will impose 4% sales tax on local advertising sales and 2% levy on gross receipts of advertising media. Taxes have been branded as discriminatory, harmful to Baltimore's economic status and threat to freedom of the press.

RCA Plans to Start Delivery Of Tv Recorders at End of '58

RCA is announcing today (Mon.) delivery of first production models of color and black-and-white tape recorders to begin December 1958. List price of color recorder has been set at $63,000, with monochrome version to be available at same time to sell at $49,500 list.

RCA late in 1958 will complete its present program of custom-building prototype units, seven of these already sold, six to NBC-TV for delivery to "Tape Central" in Burbank, Calif., and seventh to Jefferson Standard Broadcasting Co. for delivery in September at WBTV (TV) Charlotte, N. C. [AT DEADLINE, Nov. 19].

WB Moves to Buchanan & Co.

Switch of Warner Bros. pictures account —billing close to $1 million—from Blaine-Thompson Co. to Buchanan & Co., both N. Y., was announced Friday and closely follows move by Warner to curtail internal advertising-publicity activities. Last month, WB pinkslipped some 45 advertising-publicity employes in both New York and Hollywood offices, an action that will go to arbitration tomorrow (Tues.) in New York between WB and Screen Publicists Guild. Buchanan since 1919 has serviced Paramount Pictures and in recent years also has added to client roster such accounts as AB-PT theatres and United Artists, in addition to individual theatres.

Sinatra Switching to Live Format To Bolster ABC-TV Show Rating

Network and agency will try to salvage slumping *Frank Sinatra Show* (ABC-TV Fridays, 9-9:30 p.m. EST) by telecasting Mr. Sinatra's half-hour musicals live instead of filmed. In joint announcement Friday, James T. Aubrey Jr., ABC-TV vice president in charge of programming and talent, and C. Terence Clyne, vice president, McCann-Erickson, New York, said this Friday's show (Nov. 29) will be live, and that starting Jan. 3 all musical programs featuring singer in series will be live.

Ratings and reviews of Mr. Sinatra's series on ABC-TV, which premiered Oct. 18, have been on steady decline, causing consternation of both network and agency. McCann-Erickson is agency for sponsor Chesterfield and also Bulova Watch Co. which is participating in several Sinatra programs this season.

To make room for live productions, series schedule has been juggled to permit already-produced dramas to be presented later in season. ABC-TV, which signed three-year contract with Mr. Sinatra last year, noted that star originally had wanted "to originate more live shows and to produce his shows before a live audience" but that motion picture commitments at time of contract signing did not permit more than two full-hour live shows in single year. Now, Mr. Aubrey explained, Mr. Sinatra has rearranged these commitments to permit additional live shows and production of musicals before live audience.

ABC-TV officials, meanwhile, told their affiliates at Chicago meeting that negotiations were in progress and near signing stage with Orson Welles to star in series for fall, 1958 (early story, page 56).

Increased Tv Activity Being Mapped by MGM

Metro-Goldwyn-Mayer's tv planning is crystallizing. New developments learned Friday: It has opened new London office that will have use of MGM's studios, facilities, people and equipment there for production of tv commercials to be offered on world-wide basis: MGM-TV officials will continue their discussions with ABC-TV executives with meeting set for tomorrow (Tues.) and looking toward use of MGM facilities for network shows; it plans to place three new tv film series in production, and will continue to lease its studio space and equipment at Culver City, Calif.

Three new series identified as *Jeopardy* (suspense series) to be co-produced with Andrew and Virginia Stone, husband-wife independent production team; anthology series using young Hollywood talent and tentatively titled *Young in Heart*, and comedy situation series, titled *Feminine Touch* and to star Ann Miller.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

ENTERING TV FOLD • Van Raalte Co. (hosiery), N. Y., which has placed its advertising heretofore in print media exclusively, reported signing with NBC-TV for group of 12 participations on *Tonight* starting in March. Transaction would mark company's initial use of television. Agency: C. J. La Roche & Co., N. Y.

EDSEL IN RADIO SPOT • Edsel Div. of Ford Motor Co., Detroit, drives into three-week radio spot campaign in number of markets beginning Nov. 27. Foote, Cone & Belding, N. Y. and Chicago, is agency.

GUM SPOTS • Frank H. Fleer Corp. (Dubble-Bubble gum), Phila., understood to be readying eight-week spot tv campaign in major markets throughout country. Company said to be seeking availabilities in children's programs. Agency: S. E. Zubrow Adv., Phila.

MAYBE MORE • F. W. Woolworth Co., N. Y., to expand spot tv after first of year depending on outcome of test results in current campaign which resumes for two weeks after Thanksgiving in 33 markets. Lynn Baker Inc., N. Y., is agency.

KNICKERBOCKER NAMING • Jacob Ruppert Brewery (Knickerbocker beer), N. Y., which spends about $1.5 million in overall advertising, expected to appoint Compton Adv., N. Y., as agency early this week. Ruppert was serviced by Warwick & Legler, N. Y.

Storer Vice President Kiggins Dies of Heart Seizure at 61

Keith Kiggins, vice president and administrative assistant to president of Storer Broadcasting Co., died of heart attack last Friday morning in his office at Miami headquarters of company. He was 61.

Mr. Kiggins joined NBC in 1933, became station relations director of its Red and Blue networks. After separation of networks, he stayed with Blue as vice president of station relations and retained that post with ABC after Blue was bought and renamed by Edward J. Noble. In 1948 he established own consulting firm. Ill health forced him to retire in 1950. In 1954 he re-entered broadcasting as administrative assistant to George B. Storer, president of Storer company, and last year was made vice president.

He is survived by wife, Dorothy.

at deadline

Chrysler, Lestoil Tell TvB How Television Raised Sales

Television has played "a considerable part" and contributed real share of progress of Chrysler Corp.'s "Forward Look" campaign, helping it regain greater share of automobile market (from 13% in 1954 to about 20% in 1957), E. C. Quinn, president of Chrysler Div., told Television Bureau of Advertising's third annual membership meeting Friday in Chicago. He lauded medium, particularly *Climax* series, for helping Chrysler message to achieve "believability, sharpness and a broad communication with thousands of people every week."

Top tv success story was detailed at business meeting by I. L. Eskenasy, executive vice president, Adell Chemical Co. He told how company built consumer demand for Lestoil, primarily through tv, increasing budget from $45,000 in 1954 to present $4 million.

TvB President Norman E. Cash reported to TvB's members (238, comprising 219 stations, 16 station representatives and three networks) that TvB's current annual income is over $880,000—about 11% higher than last year, with 91% from stations, 7% from representatives and remainder from networks. About 80% of its revenue was used for sales activities during fiscal year ending Aug. 31, 1957.

Other business reports were delivered by W. D. Rogers Jr., West Texas Television Network and TvB board chairman; Roger W. Clipp, WFIL-TV Philadelphia, secretary, and L. H. Rogers II, WSAZ-TV Huntington, W. Va., treasurer (early story, page 95).

L. H. Rogers II was elected chairman of the TvB board, succeeding W. D. Rogers. Mr. Clipp, director-secretary, and George B. Storer Jr., Storer Broadcasting Co., treasurer, were re-elected, as were directors W. D. and L. H. Rogers, Campbell Arnoux, WTAR-TV Norfolk, and Richard Moore, KTTV(TV) Los Angeles. Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., was newly elected to two-year term as director. Two recent vacancies on board were filled by A. W. Dannenbaum Jr., Westinghouse Broadcasting Co., and Payson Hall, Meredith Broadcasting Co., Des Moines.

Eldridge to AAAA PR Consultancy

Clarence E. Eldridge, vice president of George Fry & Assoc., New York, management engineers, and former vice president and plans board chairman of Young & Rubicam, has been retained by American Assn. of Advertising Agencies as public relations consultant for one-year period beginning Jan. 1. Mr. Eldridge, who also has been top-level executive of General Foods Corp. and Campbell Soup Co., will concern himself initially with Frey report and related matters [LEAD STORY, Nov. 4].

FCC Has No Official Comment On Budget Bureau Fee Directive

FCC Friday had no official comment on Bureau of the Budget directive, released last Tuesday, instructing all federal regulatory agencies to draft legislative proposals which would enable them to charge fees for their services. Proposed legislation is to be submitted to bureau by Feb. 1, 1958.

Latest directive supersedes, and greatly broadens, earlier one issued by Bureau in 1953. Early in 1954, FCC proposed schedule of charges ranging from $3 to $1,500, with flat fee of $325 for each am, fm and tv station application [GOVERNMENT, Feb. 1, 1954].

Rep. Charles D. Vanik (D-Ohio) last summer introduced bill (HR 9538) which directed Commission to set up system of annual fees [GOVERNMENT, Sept. 2]. And, two weeks ago, Senate Government Operations Committee staff memorandum reported Commission "official" had suggested that government offer broadcast facilities to highest bidder [AT DEADLINE, Nov. 11].

WOTW-AM-FM Sale Announced

Sale of WOTW-AM-FM Nashua, N. H., by Arthur A. Newcomb to Theodore Feinstein and Samuel Dane for approximately $250,000 announced. Mr. Newcomb also owns WEIM Fitchburg, Mass.; Mr. Feinstein is president of WLYN Lynn, Mass., WNBP Newburyport, Mass., and WTSA Brattleboro, Vt. Independent WOTW is on 900 kc with 1 kw daytime; WOTW-FM is on 106.3 mc with 1 kw. Sale, handled by Haskell Bloomberg, Lowell, Mass., broker, is subject to FCC approval.

ALONG PARADE ROUTE

Macy's annual Thanksgiving Day parade in New York this Thursday will be framework of friendly rivalry between ABN and NBC-TV. As in years past, parade will be telecast on NBC-TV this year under sponsorship of Ideal Toy Co. and Sweets Co. of American (Tootsie Rolls). Last Friday American announced it would invade video scene and distribute 50,000 leaflets to spectators along route of parade. Leaflets bear imprint: "It pays to listen to live fun radio." It lists outstanding live network radio shows on ABN. On reverse side of 770 of leaflets is message asking holder to return slip to WABC New York, ABN-owned station, in return for $7.70 (WABC operates on 770 kc). Similar promotion will be conducted in Los Angeles Dec. 13 in cooperation with KABC, ABN-owned station there.

PEOPLE

MORTON A. SPRING, first vice president, Loew's International, elected to succeed **ARTHUR M. LOEW,** who has resigned as president of foreign subsidiary effective Jan. 1 (early story, page 88).

WILLIAM T. KAMMERER, Kenyon & Eckhardt, to Ted Bates & Co., N. Y., as assistant to media director. **WILLIAM J. KENNEDY,** assistant vice-president, named manager of media department. **NORMAN H. CHESTER** and **CHRISTOPHER P. LYNCH,** timebuyers, appointed media supervisors. Mr. Kennedy has been with agency since 1951, Mr. Lynch since 1950 and Mr. Chester since 1954.

EIA to Intensify Efforts For Joint Spectrum Study

Speedup of efforts to induce government electronics officials to join industry in long-range study of entire spectrum is planned by special study committee of Electronic Industries Assn. following quarterly EIA meeting in New York last week.

NARTB plans to correlate broadcaster activity in spectrum field with EIA's committee. NARTB Engineering Advisory Committee fortnight ago called on President Harold E. Fellows to study extent of association's participation in EIA committee project.

EIA group is headed by H. Leslie Hoffman, Hoffman Electronics Corp. Its task force is directed by Paul L. Chamberlain, General Electric Co. Mr. Hoffman told EIA board that study is one of most constructive ever proposed by electronics industry, promising important benefits to public. Committee was set up in September [LEAD STORY, Sept. 16].

Behind spectrum study is fear that military intends to expand its spectrum use, possibly in vhf television range. Assn. of Maximum Service Telecasters, comprising 122 high-power stations, is in favor of spectrum study.

PT&T Doubtful on Wired Tv

There are as yet no pat answers to key questions about closed-circuit tv in California, Pacific T&T Assistant Vice President George Gitchell told State Assembly subcommittee on corporation laws during San Francisco hearing Friday. It was second toll tv session that committee head Assemblyman Louis Francis has held. First was two months ago in Los Angeles [PROGRAM SERVICES, Sept. 16].

Mr. Gitchell pointed out that problem of providing facilities for wired pay tv is not simple. New cables would have to be installed, he noted. In face of possibility that broadcast pay tv service may be authorized, would PT&T be justified in installing poles to support cables to meet service demands that may never materialize, he questioned. Asked whether wired tv would be ready for opening of 1958 baseball season, he guessed it would not.

Whether this testimony will have any effect on San Francisco Board of Supervisors, who tomorrow (Tues.) are to hear Skiatron arguments for grant of toll tv franchise, was unanswered Friday.

The ONLY CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV delivers 378,273 TV homes—delivers 143.4% more quarter-hour firsts, noon to sign off, Monday-Friday, than nearest competitor. Top CBS programs plus the top ABC shows plus "World's Best Movies," make WFBG-TV the area's most-watched station . . . the area's best buy. Blair-TV has the facts.

Sources: ARB, Altoona, June 1957 / Television Magazine, October 1957

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, PA.

Channel 10

ABC-TV • CBS-TV

Represented by **BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

READING TIME: 8 SECONDS

7 BILLION

N DOLLARS!

SPENT

IN STORER MARKETS

IN FOOD SALES

IN 1956*

Food sales of 7 billion...
and much of it accounted
for by advertisers on
television and radio stations
owned and operated by the
Storer Broadcasting Company

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Wilmington, Del.

WSPD	WJW	WJBK	WAGA	WIBG	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Philadelphia, Pa.	Wheeling, W. Va.	Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"

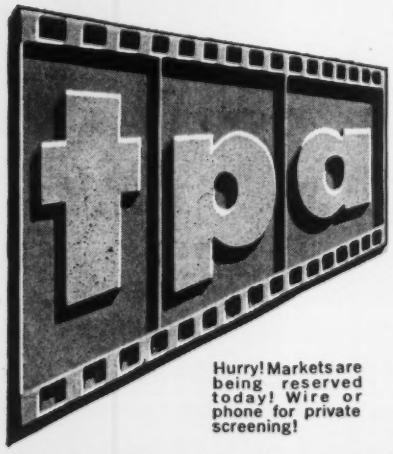
TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE

STORY

HOUR

Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.



Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

OPEN MIKE

Fire and Brimstone

EDITOR:

I have just read your rediculous editorial: "Let's Break Out the Bottle" written in the BROADCASTING Oct. 28, which, by the way, I shall never purchase another copy, and use whatever influence I can against anyone else's purchasing one. . . .

Curtis D. Owen
Director of Music and Education
First Baptist Church
Bay City, Tex.

EDITOR:

. . . My people are joining in prayer that God will either change your heart and attiude—or remove you! God is still on the throne and you may soon be hearing from Him.

J. C. Clement, Pastor
First Baptist Church
Port Neches, Tex.

EDITOR:

. . . If your moral standards are low enough until you don't care what happens to the people of the world then I wouldn't be too concerned if *you* could suffer alone—BUT the fact remains that *you* CANNOT suffer alone and my children are destined to suffer too along with millions of other innocent people just because you and others who do not feel any moral responsibility are permitted to clutter channels that could be used for something wholesome. . . .

Rev. C. R. Archer
Calhoun, Mo.

EDITOR:

. . . Rum-soaked minds will never produce the scientific experts we need in America to keep pace in our world. . . .

Taylor Pendley
Dallas Baptist Assn.
Dallas

EDITOR:

Your recent editorial . . . stinks to high heaven. . . .

Ralph H. Langley, Pastor
Wilshire Baptist Church
Dallas

EDITOR:

. . . Let [the distillers] produce movies showing the gradual downfall of a young girl deceived by an ad that infers alcoholic beverages bring popularity, only to find her life is ruined by its use. . . .

Wade O. Skinner, Pastor
First Baptist Church
Richmond, Tex.

EDITOR:

. . . You may want to bring up your children to be drunkards but please, let me try to bring mine up without the disgraceful influence of alcoholic advertising. . . .

Mitchell Bennett, Pastor
First Baptist Church
Savannah, Tenn.

EDITOR:

. . . You are in a strategic position to properly influence the greatest nation in the world. It will be either for GOD or for SATAN. I pray, sir, that it will be for GOD.

W. R. Karkalits, Pastor
First Baptist Church
Seymour, Tex.

EDITOR:

. . . You would line your pockets with money from the tables of little children who are not fed sufficiently because fathers and mothers have already been reading the advertisements. . . .

Leon W. Heibeck, Pastor
First Baptist Church
Basile, La.

EDITOR:

. . . Revolting. . . .

D. M. Britt, Pastor
Lakenon Baptist Church
Fort Worth

EDITOR:

. . . You have no respect for the Bible. . . .

J. Clifford Harris, Pastor
South Fort Worth Baptist Church
Fort Worth

EDITOR:

. . . Shocking. . . .

Kermit E. Whiteaker
Minister of Education
First Baptist Church
Longview, Tex.

EDITOR:

. . . Appalling. . . .

Roye L. Blackmon, Pastor
East Mountain Baptist Church
Gladewater, Tex.

EDITOR:

. . . I trust that your conscience will convict you. . . .

C. R. Pierce Jr., Pastor
Lake Village Baptist Church
Lake Village, Ark.

EDITOR:

. . . May God have mercy on you.

Loren F. Messenger, Pastor
First Baptist Church
Cherokee, Okla.

[EDITOR'S NOTE: See editorial page 122]

Says One Third Proved a Point

EDITOR:

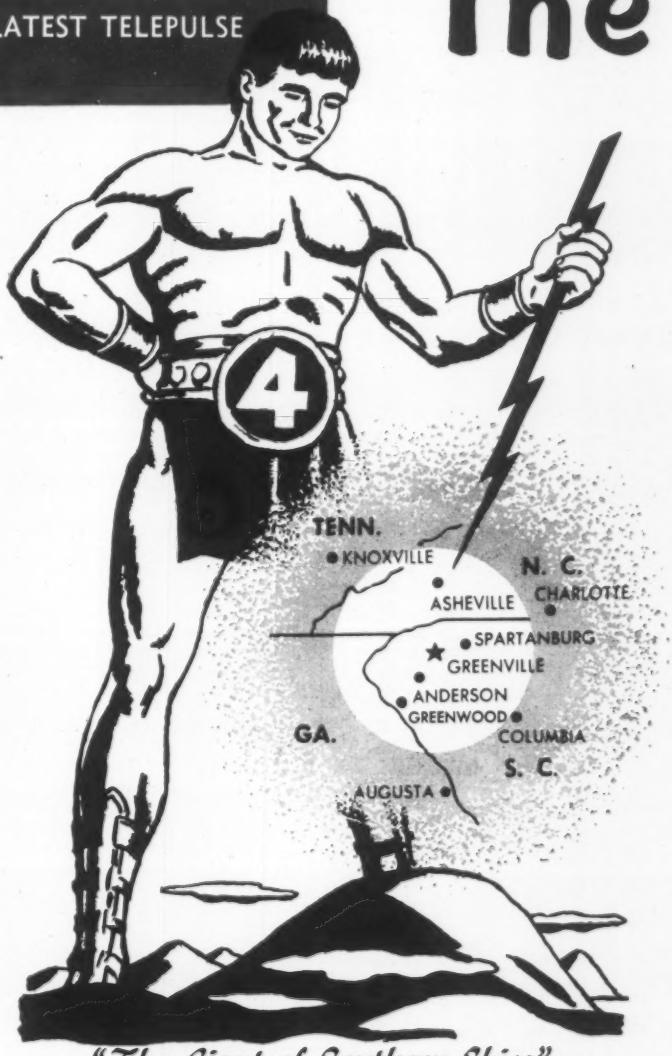
Re the Pulse survey [LEAD STORY, Nov. 18] and editorial:

First, it is very surprising to me that any appreciable percentage of the public would be willing to pay for existing tv programs. . . . What we have in mind, are the box office attractions that people must now leave their homes to see. . . .

The fact that one-third of the people queried voted, sight unseen, in favor of the supplementary service pay tv can provide is answer enough to those who say it should be banned. That is a far larger percentage of

LATEST ARB, AND
LATEST TELEPULSE

"The Giant"



"The Giant of Southern Skies"
MAXIMUM POWER ON CHANNEL 4

AGAIN DWARFS ITS RIVALS

The July 1957 A.R.B. Report for Greenville - Spartanburg - Anderson shows WFBC-TV's complete dominance in this rich textile-industrial market.

The latest TELEPULSE REPORT (June 23-30, 1957) shows the same complete dominance in the five largest counties—Greenville, Spartanburg, Anderson, and Greenwood, S. C., and Buncombe (Asheville) N. C.—in our 58-county market. WFBC-TV led in 14 of the Top 15 Once A Week Shows; and had all 10 of the Top Ten Multi-Weekly Shows!

Ask us or WEED to show you the latest A.R.B. and the latest TELEPULSE.

Here's "The Giant's" 4-State, 58 County Market . . .

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

Data from Sales Management Survey of Buying Power, May 10, 1957

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

Represented Nationally by
WEED TELEVISION CORP.

wkrg-tv

Ratings are up 5th straight time on Channel 5 ... in Mobile

With Nielsen and A.R.B. already showing WKRG-TV leading by a country-mile in Mobile, the new TELEPULSE (Sept. '57) shows Channel 5 out in front even more.

WKRG-TV Leads 372 to 89

TELEPULSE (Sept. '57) reports WKRG-TV leading Station X in 372 quarter hours to 89 (one tie). WKRG-TV has 15 of "Top 15 Once-a-Week Shows" . . . 7 out of 10 "Top Ten Multi-Weekly Shows". Sunday through Saturday (6 P.M. to Midnight) WKRG-TV leads in 155 quarter hours to 12 for Station X. Monday through Friday (7 A.M. to 6 P.M.) WKRG-TV leads in 165 quarter hours to 55 for Station X. WKRG's Saturday daytime lead is 4-to-1. WKRG-TV's Sunday daytime lead is 5-to-1.

How else can we say any time is better time on WKRG-TV! For availabilities, call your Avery-Knodel office or C. P. Persons, Jr., Vice-President and General Manager.

NIELSEN GIVES US THIS BONUS:

	Population	Families	C.S.I.	T.R.S.
WKRG-TV	1,258,000	336,000	$1,467,000,000	$1,060,000,000
Station "X"	1,087,000	290,000	1,316,000,000	954,000,000
WKRG-TV Bonus	161,000	46,000	$ 151,000,000	$ 106,000,000

Channel 5 CBS wkrg-tv REPS: AVERY-KNODEL

the population than regularly goes out to see new movies, operas, etc. It is also a much larger percentage than the audience for the overwhelming majority of sponsored tv programs. . . .

Actually, the only people who really know about pay tv are those who have experienced it. In our 1951 Phonevision test, 300 families . . . spent an average of $1.73 per week to watch paid features about 2½ hours a week. The rest of the tv time was devoted to sponsored shows. At the end of the test every family urged that the service be continued.

Two years ago we surveyed the same group; more than 90% said they would like to have pay tv available again so they could purchase features that sponsors could not provide.

Ted Leitzell
Director of Public Relations
Zenith Radio Corp.
Chicago

Yankee Approval

EDITOR:

Congratulations on your article on educational tv [EDUCATION, Nov. 11]. It is one the most comprehensive and objective articles about this that I have seen.

E. J. Kingsbury Jr.
Chairman
State of New Hampshire Commission on Educational Television
Keene, N. H.

Notre Dame's on Ch. 16

EDITOR:

Congratulations on the very comprehensive report on educational television [EDUCATION, Nov. 11]. We are pleased you listed WNDU-TV as one of four commercial stations owned by a university which benefit education in a very substantial way. To correct a misconception, WNDU-TV is no longer ch. 46. Since Sept. 30 we have been on ch. 16 with doubled power and coverage area.

A fifth station should be added to the list: WBAY-TV Green Bay, Wis. It is owned and operated by the Norbertine Fathers who conduct St. Norbert's College. They are helping television in an important way.

Wm. Thomas Hamilton
Sales Manager
WNDU-TV South Bend, Ind.

Three Letters to Marjorie

EDITOR:

We note Marjorie Marquardt of Fetzer Broadcasting Co. asks if there is another station in the U. S. with more than a third of its employes 10-year or more veterans with their respective stations [OPEN MIKE, Nov. 11].

KOIN has 34 employes who have been with the station more than 10 years. In fact, 18 of these persons have been with the station from 20 to 29 years. Total experience

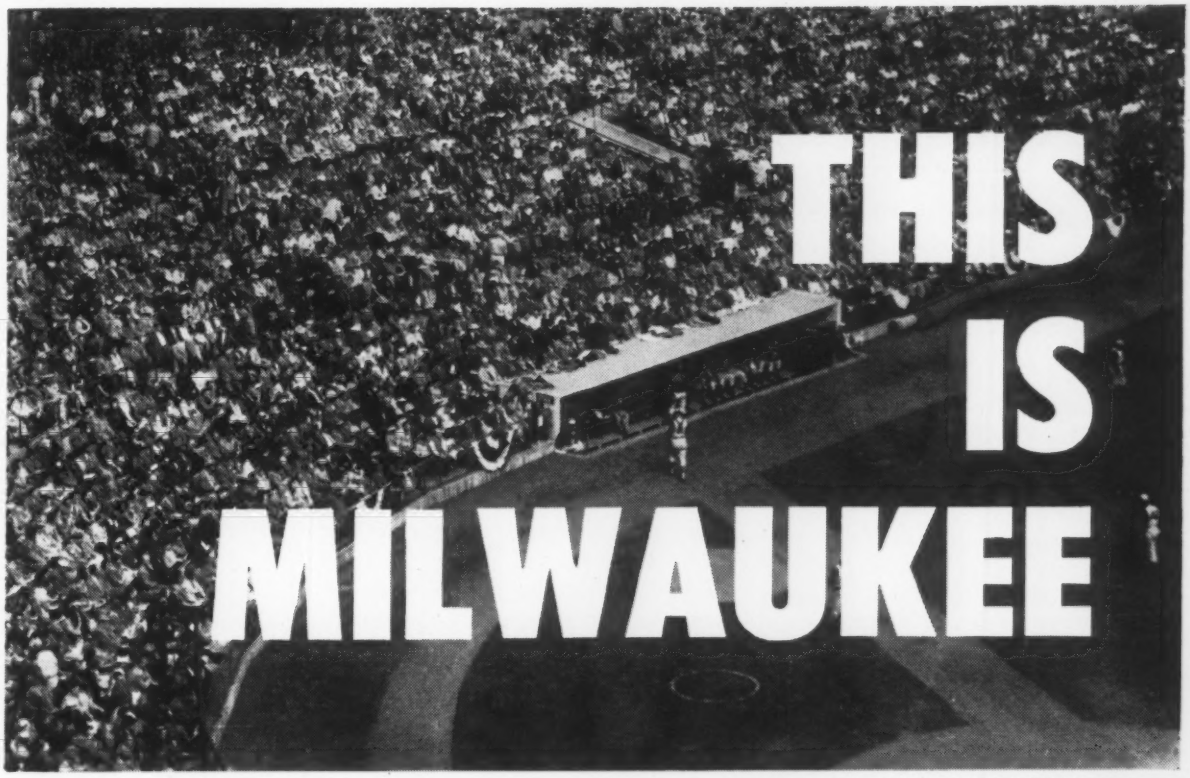


Photo courtesy the MILWAUKEE SENTINEL

AMERICA'S 14th MARKET

...and the city a certain yankee team mistakenly termed the "bush league"

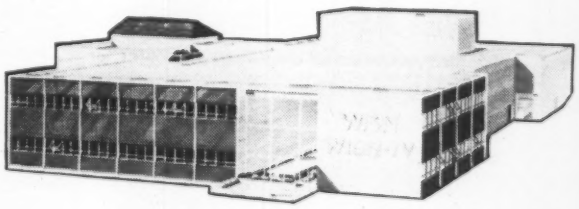
THIS IS MILWAUKEE City of **362,400** families

THIS IS MILWAUKEE With an effective buying income of **$2,248,671,000**

THIS IS MILWAUKEE With a tally of **$1,451,481,000** in total retail sales

THIS IS MILWAUKEE . . . **THAT'S SOLD ON WISN-TV** with a plus coverage of 418,000 families beyond the metropolitan area

THIS IS BUSH LEAGUE?



CHANNEL **12** MILWAUKEE

WISN-TV

John B. Soell, Vice President and Station Manager
Represented by Edward Petry & Co., Inc.
Basic ABC Affiliate

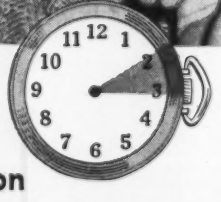
There's a million-dollar

Don McNeill's Breakfast Club (9 to 10 am) features comic Sam Cowling, comedienne Fran Allison, vocalists Jeril Deane and Dick Noel, Eddie Ballantine's orchestra.

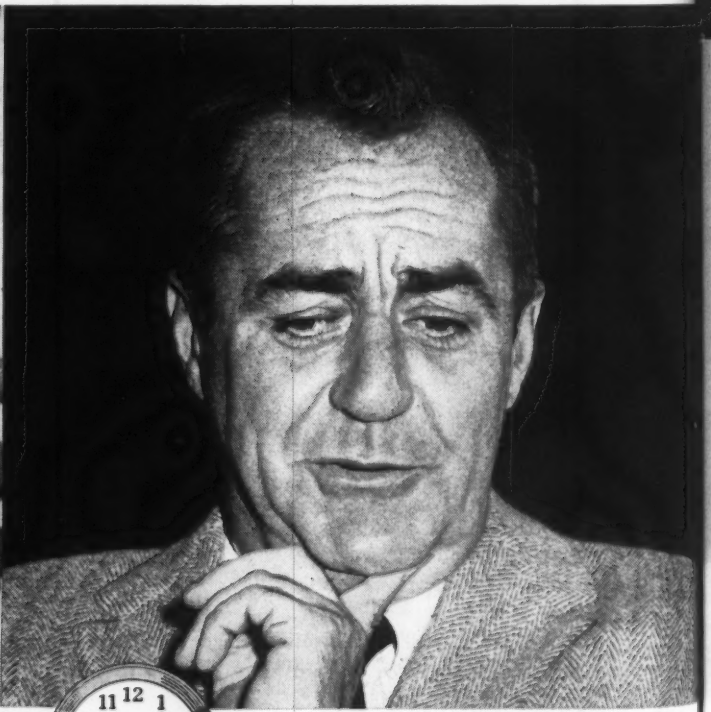
morning

The Herb Oscar Anderson Show (10 to 10:55 am) headlines singers Don Rondo and Carole Bennett, The Satisfiers, Ralph Hermann's orchestra.

The Jim Reeves Show (1 to 1:55 pm) features vocalists Dolores Watson and Buddy Hall, The Anita Kerr Singers, Owen Bradley's orchestra.

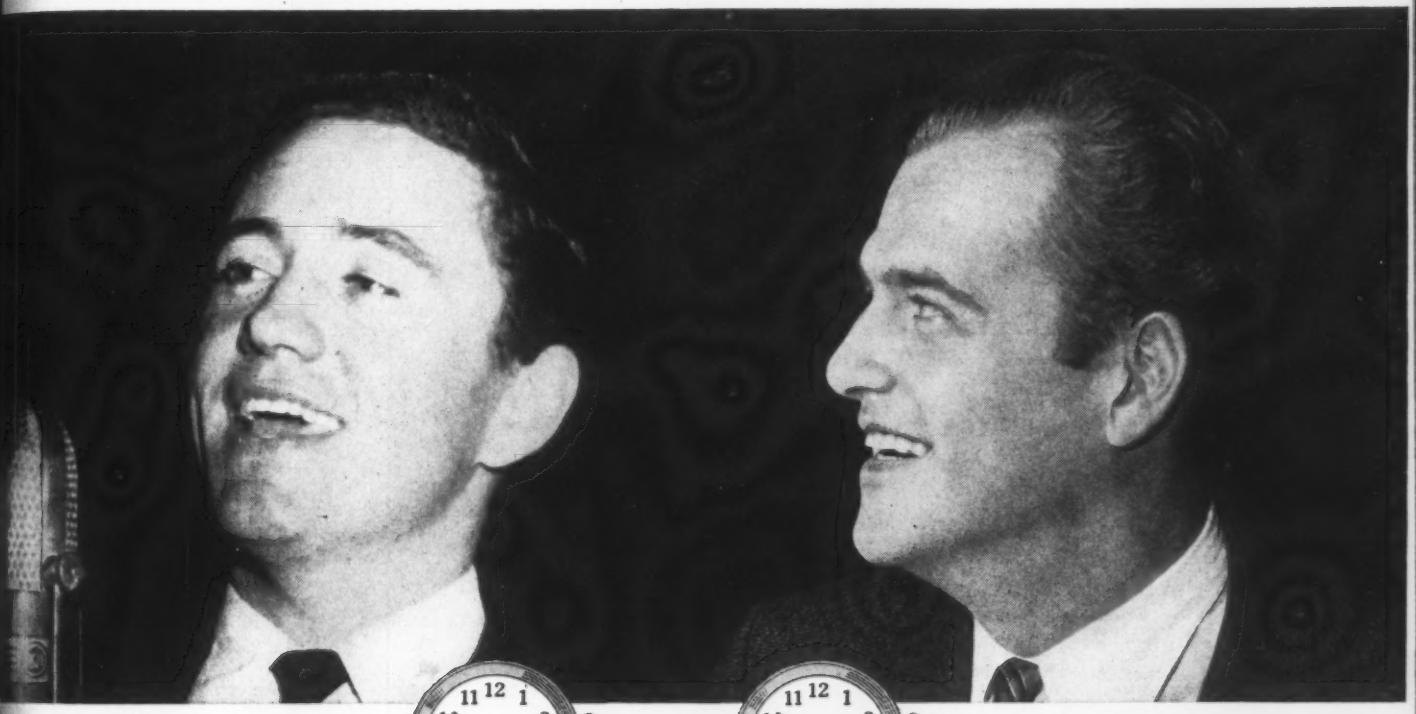


afternoon



The Jim Backus Show (2 to 2:55 pm) headlines songstress Betty Ann Grove, baritone Jack Haskell, The Honeydreamers, Elliot Lawrence's orchestra.

r sales staff on American —and you can own it



The Merv Griffin Show (7:15 to 7:55 pm) features singer Darla Hood, The Spellbinders, Jerrry Bresler's orchestra.

evening

The Bill Kemp Show (8 to 8:55 pm) headlines vocalists Peter Hanley and Betty Holt, The Upbeats, Neal Hefti's orchestra.

From morning to night, five days a week, you can have American Radio's million-dollar sales staff selling your product exclusively to millions of people everywhere.

Here's how it works: When you buy a five-minute program unit in any one of American's hour-long, weekday musical shows, you automatically lock out competition for the rest of that hour — all week.

Here, for the first time in years, is a brand-new advertising franchise. Nowhere else in all mass media can you buy this kind of salesmanship and product exclusivity.

the live one is AMERICAN BROADCASTING NETWORK

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market

HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,500 WATTS
Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977. Pittsburgh Office, 211 Smithfield St., GRant 1-3288

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville:
KODE, KODE-TV, Joplin:
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —

*Occupation Required

OPEN MIKE CONTINUED

with KOIN alone comes to 688 years. Even the 18 persons who have been with the station over 20 years make a total of 451 years of experience. And, of course, all these totals ignore the 77 staff members of less than 10 years.

Dean of KOIN personnel is Art Kirkham who celebrated his 29th year with the station on Nov. 4.

Jerry B. Dennon
Assistant Promotion Manager
KOIN Portland, Ore.

EDITOR:

One of our present employes started in September 1927. He is, of course, our oldest employe from point of service.

As of this date we have 55 fulltime employes with a total of 674 years of service. Their length of service varies from less than one year to over 30. The overall average is 12.25 years service. Of the 55 employes, 29 (or 52.7%) have been with us 10 years or more. Total years service of these 29 employes is 561. Putting it another way, less than half of our employes have been with us fewer than 10 years each.

Jim Yerian
Promotion Director
WBNS Columbus, Ohio

EDITOR:

Please tell Marjorie Marquardt that 39.2% of the people here have been associated with WKNE for 10 years or more. They must like New Hampshire. Our total years are not as high as Kalamazoo but on overall loyalty we have an edge.

Joseph K. Close
President
WKNE Keene, N. H.

Thank-You Note to Radio-Tv

EDITOR:

As it would be impossible for us to individually pay tribute to stations which supported the first annual observance of International Youth Appreciation Week, sponsored Nov. 4-10 by Optimist Clubs throughout the U. S. and Canada, we are taking this means to express our sincere gratitude.

Ralph Gentles
Public Relations Director
Optimist International
St. Louis

'Just Hogwash'

EDITOR:

After reading "Do Radio-Tv Deserve Equal Access" by George Shaw, WCAU Philadelphia [TRADE ASSNS., Sept. 23], my diagnosis is that the gentleman is afflicted with an advanced case of hero worship of the newspaper business. Printed news has a very definite place among our communications media, but the supposition that a person must work on a newspaper before he can be a good reporter . . . is just so much hogwash.

I. J. Waldron Jr.
News Director
KSAM Huntsville, Tex.

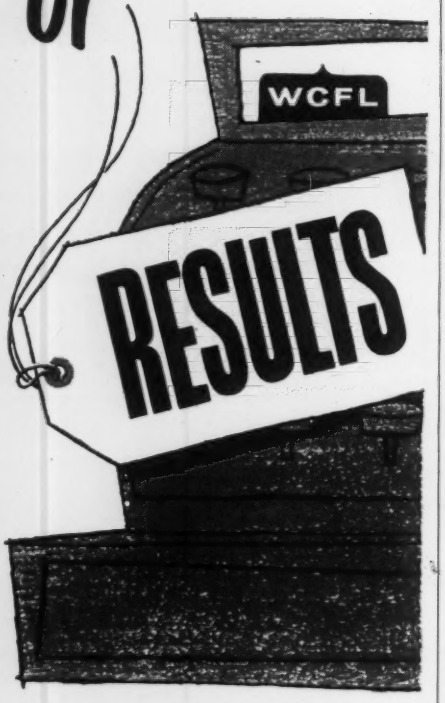
HAVE YOU HEARD?

THE NUMBER 1 STATION* IN PHILADELPHIA IS NOW WRCV-TV

ARB—Philadelphia Metropolitan Area Report—October 1957. WRCV-TV wins a 35.6% share of audience—sign-on to sign-off, Sunday through Saturday—making it the Number 1 Station in the nation's 4th market!

SOLD BY NBC SPOT SALES

Rock-n-Roll Ratings or



WCFL

gets the results!

1000 ON THE DIAL
50,000 WATTS

Marty Hogan—General Manager
Tom Haviland—Commercial Manager

666 LAKE SHORE DRIVE • CHICAGO
MOhawk 4-2400

Burke-Stuart Co., Inc.
60 E. 56th St. • New York, N. Y.
PLaza 1-4646

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

IN PUBLIC INTEREST

QUICK RESULTS • When KCBQ San Diego news commentator Ben Shirley and disc jockey Harry (Happy Hare) Martin learned of the plight of a poverty-stricken boy suffering from hemophilia, they jointly inaugurated a drive to raise as much blood as possible for him. The station reports that within ten hours after the drive was launched, 500 pints of blood had been pledged, an average of a pint of blood every 72 seconds. Within three days, reportedly more than 1,100 pints had been pledged as well as offers of financial gifts for the boy and his mother.

VOTE GOT OUT • KOL Seattle donated a saturation spot campaign to bring out the vote on a school tax which previously had failed because of too scanty a turn-out to meet state balloting requirements. Included in the campaign was a series of 10-second phone-recorded announcements by local personages including the mayor, the school board president and the state's lieutenant governor. This time Seattle voters approved the tax by a "heavy majority."

LITTLE GIRL FOUND • KPAY Sacramento Valley, Calif., participated in locating a little girl lost in the hills near Redding. Sales Manager Bob Gheller piloted the station's "Flying Stagecoach" in a reconnaissance mission while other employes manned KPAY's station wagon. Authorities credited the roar of the plane and sound from the station wagon's loud speakers for arousing the deaf girl's dog, who had remained with her. The dog's frantic barking drew the rescuers to them in time.

As a result of its contribution to the rescue, the "Flying Stagecoach" has been made a member of the "Sheriff's Air Patrol."

D.J. FOR A DAY • KVNA Tuscumbia, Ala., turned its facilities over to local Kiwanians for an entire day in order to aid them in a charity project. Kiwanis members sold time and performed all of the normal functions such as newscasting and platter-spinning. Consequently, $884.50 was collected.

HAPPY HUNTING • The current hunting season has been the object of public service contributions by three radio stations.

KING Seattle, in conjunction with the Washington Optometric Assn., arranged and promoted eye examinations for local hunters. These check-ups were designed to expose visual flaws which could mean danger for the hunter and/or others who might come within range.

WEJL Scranton, Pa., is emphasizing throughout its programming the need for "courtesy and consideration" on the part of farmers and the hunters who use their land. The goal is to bring about a better understanding between these sometimes conflicting groups.

For those hunters, as well as others, who have the misfortune to lose their way in British Columbia's dense forests, CKNW New Westminster has obtained four bloodhounds from England plus a full-time trainer.

Broadcasting Publications Inc.

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H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

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444 Madison Ave., Zone 22, PLaza 5-8355
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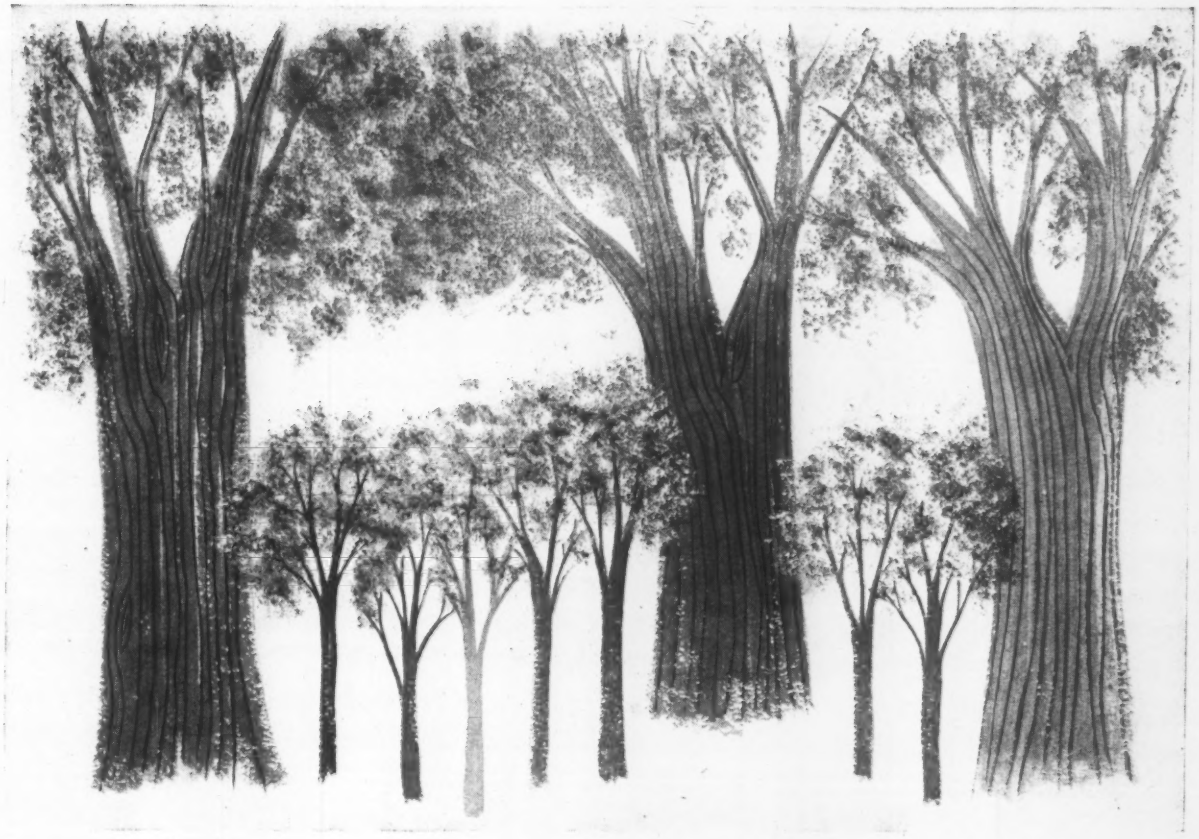

Some trees are seen in spite of the forest!

The unknown sage who noted that "sometimes you can't see the trees for the forest" might well had today's television industry in mind. The "forest" has been growing steadily thicker — and the job of making your station stand out from the rest gets correspondingly harder.

Only a few stations have the ingredients of leadership — the prestige, community stature, programming and acceptance — to tower above the rest. It is for them that specialized representation, as developed by Harrington, Righter and Parsons, has been created. Tailored to each station's individual character, it translates local leadership to levels of national recognition.

Specialized representation, by its very nature, is for only a few. Perhaps (like the stations listed here) you are one of them.

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WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
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WILS
music news sports

71

OUR RESPECTS

to John Block Soell

THE legal profession that beckoned to him during the depression still serves as the business bedrock for (1) perceptive planning and (2) well-grounded decisions by John B. Soell, vice president and manager of the WISN (radio-tv) Div. of the Hearst Corp.

Gazing out his executive suite window in the new WISN Broadcast Center in Milwaukee, Jack Soell (pronounced Sell) tells you reflectively that the new $1.25 million building is "the result of something you build toward over the years . . . the visible summation of operational experience."

Actually, he's had little time to muse since he arrived on the Milwaukee scene in March 1956 as manager of WISN. His successes over the past 21 months are a reflection of Mr. Soell's twin watchwords: Vigor and more vigor, coupled with a professional student's interest in the broadcast industry. "It hasn't been easy," he points out, however. Nor was it, for Mr. Soell was chosen by the Hearst Corp. last year to implement rather ambitious plans for rapid growth and expansion of WISN-AM-TV. Formal dedication of the new center last Oct. 20 was a major result—and source of personal satisfaction to Mr. Soell.

A native of St. Louis (born May 20, 1911), John Block Soell spent his prep school days at Western Military Academy, serving as business manager of its yearbook. Graduated from the military school in 1928, he enrolled at Washington U. in St. Louis, with ambitions in law. He worked with his father in a newly established polish-manufacturing business and studied at night school for 3½ years. The enterprise collapsed and, John Soell, noting that his fellow law colleagues had opened offices but interested few prospective clients, decided to set out in another business direction.

At 22, young Mr. Soell headed for Washington, D. C., and got steady work with the National Recovery Administration (NRA), first in personnel and later in its apparel division. When the agency was declared unconstitutional in 1936, Mr. Soell returned to St. Louis as placement manager for Efficiency Service Co., a large employment agency, until 1939.

Broadcasting lured Mr. Soell in 1939 and he landed his first sales position with KXOK St. Louis. He left in 1943 to enter the U. S. Maritime Service at Sheepshead, L. I., as an apprentice seaman and in five months was commissioned a warrant officer and assigned to the service's New York office to supervise information and recruiting radio shows.

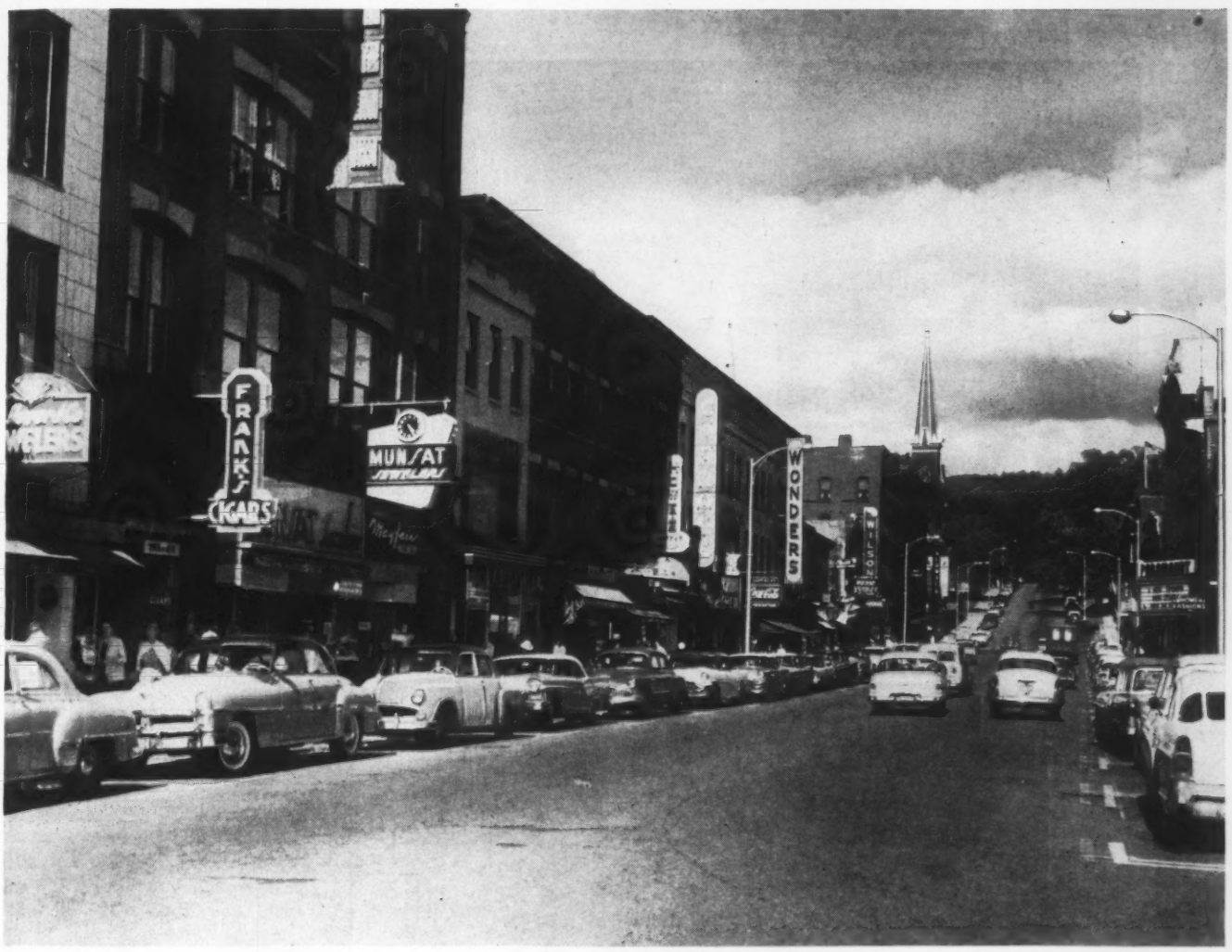
Mustered out in January 1945, he resumed his broadcast (and civilian) career at WJZ (now WABC) New York as account executive and from then on, his sales experiences became diversified. He joined WMCA New York in March 1948, the DuMont Television Network in April 1950 and H-R Television Inc. in December 1953, resigning the sales representative firm in December 1955 to seek out a station manager's berth.

Mr. Soell's capabilities caught the eye of D. L. (Tony) Provost, vice president of Hearst Corp.'s radio-tv division, and he was appointed director of WISN Milwaukee. He was elected vice president of the WISN Div. of the Hearst Corp. last Sept. 17.

Under Mr. Soell's vigorous and discerning planning, both WISN and WISN-TV have assembled cohesive and well-integrated staffs and inaugurated programming innovations. Both are primary ABC affiliates located in the new 50,000 sq. ft. Broadcast Center (WISN-TV started telecasting there in August and WISN radio is scheduled to move in within six weeks). Broadcast, civic and business leaders attended the formal dedication, which was highlighted by a two-hour program. The center is a two-story building, accommodating complete color equipment, ultra-modern studios for day and night operation, clients' rooms and a unique lighting system [STATIONS, Oct. 28]. In a manner of speaking, the detailed planning of the center typifies an old Hearst credo: "Get it first but first get it right."

AS a professional student of the industry, Mr. Soell has his own views on some industry practices. Says he: "Rate-cutting or barter deals are a short-sighted way to suicide, which only help the advertiser." He also feels the media should face up abruptly to the pay tv threat. (Speaking of his own market, he claims neither closed-circuit toll tv nor full-length movies are "right" for Milwaukee.) And it's known that his counsel is wisely heeded in network circles on a wide variety of problems.

Mr. Soell belongs to the Milwaukee Ad Club and Athletic Club. He has a deep interest in music (from Bach and Beethoven to Bartok and Ellington) and hunting (he directed pistol training for civil defense in Darien, Conn., while working in New York). His wife is the former Blanche Sisson, whom he married in 1937. They have two children, Barbara, 18, and John, 15.



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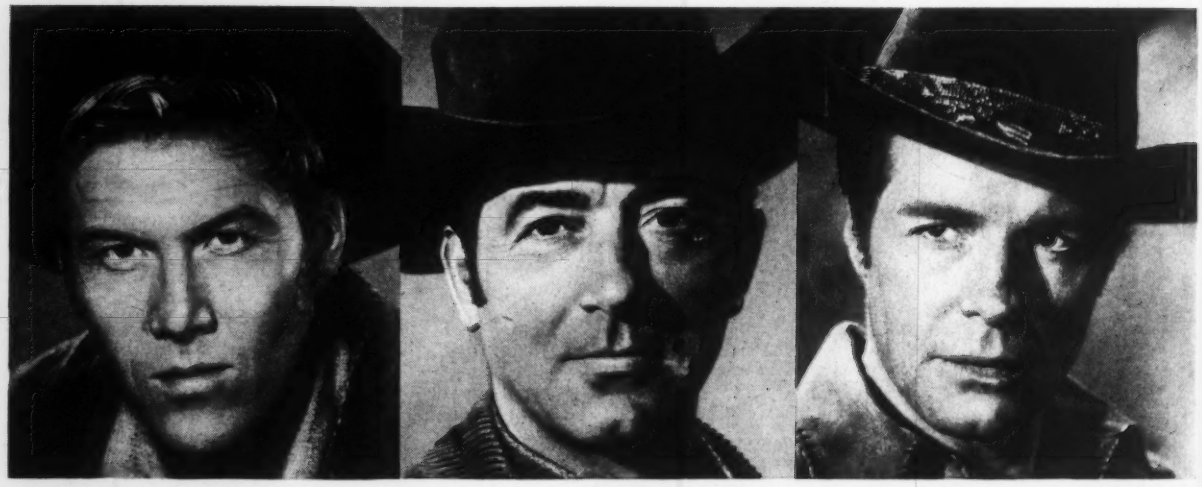


PICK YOUR SPOT

AMONG THE STARS IN WASHINGTON!

During the prime "AA" nighttime hours, when the stars shine brightest, WRC-TV averages a *43% greater share of audience** than any other station in the Capital! And if you call pronto, WRC-TV will arrange ten-, twenty-, or *the new thirty-second spots* in this prime evening time adjacent to the greatest shows and stars in television.

If you figure prospective customers among Western fans (and who doesn't?) line up your sights on availabilities flanking programs such as "The Californians," "The Restless Gun" and "Wagon Train." Or use comedy to gladden the hearts (and loosen the purse-strings) of your stubbornest prospects. Pick your spot before or after shows like "Groucho Marx—You Bet Your Life," "The Life of Riley" and "The George Gobel Show." A choice few of these spots among the stars are available *now*. Call WRC-TV or your nearest NBC Spot Sales representative for quickest results!

WRC-TV 4

SOLD BY NBC SPOT SALES

WASHINGTON, D. C.

* *ARB—Washington, D. C., Metropolitan Area Report—October 1957.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 22 NOVEMBER 25, 1957

TOP 50 AGENCIES IN 1957 RADIO-TV

• McCann-Erickson's $103 million places first

• Bates' $43.5 million tops spot-only billing

McCann-Erickson leads the nation's advertising agencies in combined television and radio billing in 1957 with a year-end figure of $103 million, according to results of BROADCASTING's sixth annual survey of the top broadcast agencies in the U. S.

M-E drove to its dominance on the steam of a $26.6 million increase over its 1956 billings, when the agency checked in as No. 3.

Young & Rubicam, three years the leader in the year-end tabulations, was bumped into the runner-up position this year despite an $18 million gain that raised its tv-radio expenditure to an even $100 million.

J. Walter Thompson Co. emerged third with a broadcast billing total of $92 million, a $22 million advance over its 1956 outlay.

BBDO placed fourth this year while adding $5 million to bring its tv-radio billing total to $85 million.

Ted Bates retained its No. 5 ranking on the strength of a $21.5 million rise, lifting its billing figure to $76.5 million.

The other leaders among the Top 10: Benton & Bowles, $54.5 million; Leo Burnett, $49 million; Dancer-Fitzgerald-Sample, $47 million; Compton, $42 million, and Foote, Cone & Belding, $40 million.

Ted Bates for the third consecutive year held its dominance in tv-radio spot billing with a year-end tally of $43.5 million, an advance of $8.5 million over its 1956 total. McCann-Erickson registered $42 million to place second in spot spending, well ahead of Y&R and BBDO which shared third rank with a spot total of $27 million each.

In the "television only" category, McCann-Erickson led the standings with $91 million, followed—as in the combined figures—by Young & Rubicam and J. Walter Thompson. The Y&R tv total: $85 million; JWT: $80 million.

Young & Rubicam edged BBDO by $1 million in the "Radio Only" designation, finishing the year with $15 million. McCann-Erickson and J. Walter Thompson shared third position with identical $12 million outlays in radio.

Total 1957 billings of the 50 agencies included in the survey came to $1.2 billion.

The figures represent expenditures for time and talent, in both network and spot, during the 1957 calendar year. They do not include commitments already made for 1958.

Following is a summary of this year's activity in each of the agencies listed in the compilation:

McCANN-ERICKSON: *Combined tv-radio billing $103 million; $91 million in television ($61 million in network, $30 million in spot); $12 million in radio (all spot); tv-radio share of overall billing, 52%.*

In registering its $26.6 million increase over last year, McCann-Erickson spent more than $5 million on specials alone for Standard Oil, Bulova, John Hancock and others.

New to the agency this year: Helene Curtis *(What's My Line?* on CBS-TV), Tums (*Wagon Train*, NBC-TV) and John Hancock (*Producers Showcase*, NBC-TV).

Even more significant than the new entries was the formidable increase of tv spending among established clients at the agency.

Regular network sponsors at the agency include: Chrysler (*Climax*, *Shower of Stars*, both CBS-TV), Chesebrough-Ponds (*Bob Cummings Show*, NBC-TV), Derby Foods (*Disneyland*, ABC-TV), Liggett & Myers (*Dragnet*, *Club Oasis*, NBC-TV, *Frank Sinatra*, ABC-TV), Mennen Co. (*Wednesday Night Fights*, *OSS*, both ABC-TV) and Westinghouse (*Studio One*, CBS-TV).

YOUNG & RUBICAM: *Combined tv-radio billing $100 million; $85 million in television ($67 million in network, $18 million in spot); $15 million in radio ($6 million in network, $9 million in spot); tv-radio share of overall billing: 45%.*

Up $18 million from its 1956 total, the agency shares with McCann-Erickson the distinction of cracking the $100 million mark in tv-radio billing. New business in 1957: Beechnut, from Kenyon & Eckhardt. Lost: Kent and Newport cigarettes to Lennen & Newell. New entrants to tv: Drackett (*Wagon Train*, NBC-TV); Royal Typewriter (*Sally*, NBC-TV). Among leading network advertisers: Goodyear (*Goodyear Anthology*, NBC-TV), Remington Rand (*Gunsmoke*, *What's My Line?*, both CBS-TV), Bristol-Myers (*Alfred Hitchcock Presents*, CBS-TV, *Tombstone Territory*, ABC-TV), Singer (*The Californians*, NBC-TV), General Elec-

Rank	Agency	Total Broadcast Billings (in millions of dollars)
1.	MC CANN-ERICKSON	$103
2.	YOUNG & RUBICAM	100
3.	J. WALTER THOMPSON	92
4.	BBDO	85
5.	TED BATES	76.5
6.	BENTON & BOWLES	54.5
7.	LEO BURNETT	49
8.	DANCER-FITZGERALD-SAMPLE	47
9.	COMPTON ADV.	42
10.	FOOTE, CONE & BELDING	40
11.	WILLIAM ESTY	36
12.	KENYON & ECKHARDT	31.5
13.	N. W. AYER	31
14.	SULLIVAN, STAUFFER, COLWELL & BAYLES	26.7
15.	CAMPBELL-EWALD	25
16.	LENNEN & NEWELL	24.5
17.	CUNNINGHAM & WALSH	17
18.	CAMPBELL-MITHUN	16.8
	MAXON INC.	16.8
20.	GRANT ADV.	16
21.	GREY ADV.	15.4
22.	PARKSON	15
	ERWIN WASEY, RUTHRAUFF & RYAN	15
24.	D'ARCY	14
	NEEDHAM, LOUIS & BRORBY	14
26.	GEOFFREY WADE	12.8
27.	TATHAM-LAIRD	11.2
28.	NORTH ADV.	11
29.	GARDNER ADV.	10.4
30.	NORMAN, CRAIG & KUMMEL	10.3
31.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	10
	KUDNER	10
33.	BRYAN HOUSTON	9
34.	EDWARD WEISS CO.	8.3
35.	FULLER & SMITH & ROSS	8.2
36.	EMIL MOGUL	8
37.	DONAHUE & COE	7.7
	MAC MANUS, JOHN & ADAMS	7.7
39.	KEYES, MADDEN & JONES	7.4
40.	GORDON BEST	7.3
41.	GUILD, BASCOM & BONFIGLI	6.9
42.	COHEN & ALESHIRE	6.6
43.	DOYLE DANE BERNBACH	6.5
44.	OGILVY, BENSON & MATHER	6.4
45.	WARWICK & LEGLER	6.2
	D. P. BROTHER	6.2
47.	EARLE LUDGIN	6
48.	GEYER	5.5
49.	FITZGERALD	5.3
50.	RAYMOND SPECTOR	5

FOR BILLING DETAILS SEE NEXT PAGE

tric (*Cheyenne,* ABC-TV), General Foods (*Disneyland,* ABC-TV); Procter & Gamble (*The Lineup,* CBS-TV), Kaiser (*Maverick,* ABC-TV), Borden and American Home Products (*People's Choice,* NBC-TV), Time Inc. (*Person to Person,* CBS-TV), Johnson & Johnson (*Robin Hood,* CBS-TV); Royal McBee (*Sally,* NBC-TV), Lipton (*Talent Scouts,* CBS-TV). Among top spot clients at agency: General Foods, Borden Co., General Electric, Johnson & Johnson, Procter & Gamble.

J. WALTER THOMPSON CO.: *Combined tv-radio billing $92 million; $80 in television ($65 million in network, $15 million in spot); $12 million in radio ($4 million in network, $8 million in spot); tv-radio share of overall billing: 37%.*

JWT's impressive roster of network tv sponsorships and a plus-$4-million contract by Ford Div. on CBS Radio highlighted an upward climb in broadcast billing (up $22 million)—the agency moving from fourth to third in ranking.

The bigger blue chips in network tv that JWT handles: Pharmacraft (*Steve Allen Show* on NBC-TV), Lever Bros. (*Eve Arden Show* on CBS-TV and *Rosemary Clooney Show* on NBC-TV), Scott Paper (*Father Knows Best* and *Giselle Mackenzie Show,* both NBC-TV), Ford (*Tennessee Ernie Ford* and *Suspicion* on NBC-TV and *Zane Grey Theatre* on CBS-TV), Kraft Foods (*Kraft Television Theatre* on NBC-TV), Eastman Kodak (*Ozzie & Harriet* on ABC-TV and *Ed Sullivan Show* on CBS-TV), Sylvania (*The Real McCoys* on ABC-TV), Schlitz (*Schlitz Playhouse* on CBS-TV) and Seven Up (*Zorro* on ABC-TV).

Among the new accounts gained by JWT during the year were two airlines, Northeast Airlines and Continental Airlines, and Sealy Mattress.

BBDO: *Combined tv-radio billing $85 million; $71 million in television ($46 million in network, $25 million in spot); $14 million in radio ($12 million in network, $2 million in spot); tv-radio share of overall billing: 40%.*

Symptomatic of the competitive pace in television, BBDO, with a respectable increase of $5 million in billing over 1956, find itself back two lengths in the current rankings, finishing fourth.

Chief defection in 1957 was the Revlon account which transferred its business to Warwick & Legler and its other agencies (Mogul, LaRoche and Dowd, Redfield & Johnstone). Gains for the agency included Air France from Buchanan and part of the W. A. Sheaffer pen account. BBDO tied for third place in the combined tv-radio spot billing. Accounting for part of the huge

TEXT CONTINUES ON PAGE 32

TOP 50 AGENCIES

1.	MC CANN-ERICKSON
2.	YOUNG & RUBICAM
3.	J. WALTER THOMPSON
4.	BBDO
5.	TED BATES
6.	BENTON & BOWLES
7.	LEO BURNETT
8.	DANCER-FITZGERALD-SAMPLE
9.	COMPTON ADV.
10.	FOOTE, CONE & BELDING
11.	WILLIAM ESTY
12.	KENYON & ECKHARDT
13.	N. W. AYER
14.	SULLIVAN, STAUFFER, COLWELL & BAYLES
15.	CAMPBELL-EWALD
16.	LENNEN & NEWELL
17.	CUNNINGHAM & WALSH
18.	CAMPBELL-MITHUN
	MAXON INC.
20.	GRANT ADV.
21.	GREY ADV.
22.	PARKSON
	ERWIN WASEY, RUTHRAUFF & RYAN
24.	D'ARCY
	NEEDHAM, LOUIS & BRORBY
26.	GEOFFREY WADE
27.	TATHAM-LAIRD
28.	NORTH ADV.
29.	GARDNER ADV.
30.	NORMAN, CRAIG & KUMMEL
31.	DOHERTY, CLIFFORD, STEERS & SHENFIELD
	KUDNER
33.	BRYAN HOUSTON
34.	EDWARD H. WEISS CO.
35.	FULLER & SMITH & ROSS
36.	EMIL MOGUL
37.	DONAHUE & COE
	MAC MANUS, JOHN & ADAMS
39.	KEYES, MADDEN & JONES
40.	GORDON BEST
41.	GUILD, BASCOM & BONFIGLI
42.	COHEN & ALESHIRE
43.	DOYLE DANE BERNBACH
44.	OGILVY, BENSON & MATHER
45.	WARWICK & LEGLER
	D. P. BROTHER
47.	EARLE LUDGIN
48.	GEYER INC.
49.	FITZGERALD
50.	RAYMOND SPECTOR

...AND THEIR RADIO-TV BILLINGS

All Dollar Figures Are Millions

Combined Broadcast Billing	Total Tv	Tv Spot	Tv Network	Total Radio	Radio Spot	Radio Network	Broadcast Share of Agency's Total Billing	Broadcast Billing Change From 1956
$103	$91	$30	$61	$12	$12	—	52%	+$26.6
100	85	18	67	15	9	6	45%	+ 18
92	80	15	65	12	8	4	37%	+ 22
85	71	25	46	14	2	12	40%	+ 5
76.5	69.5	36.5	33	7	7	—	75%	+ 21.5
54.5	51.5	15.5	36	3	2	1	58%	+ .7
49	43	9	34	6	5	1	61%	+ 6
47	39.5	10	29.5	7.5	4	3.5	55%	+ 9.5
42	39.9	15.6	24.3	2.1	1.6	.5	50%	+ 10.1
40	33.3	8	25.3	6.7	1	5.7	35%	+ 7.5
36	32	4	28	4	2.5	1.5	50%	— 4
31.5	24.7	5.7	19	6.8	6	.8	55%	— 4.1
31	20	10	10	11	9	2	25%	+ 3
26.7	21.4	4.8	16.6	5.3	4.5	.8	65%	+ 2.2
25	21	3	18	4	2.5	1.5	27%	+ 4
24.5	21.1	4	17.1	3.4	2.9	.5	54%	+ 3.5
17	10	7.8	2.2	7	5	2	35%	+ 2.5
16.8	15.3	5.5	9.8	1.5	1	.5	48%	+ 2.8
16.8	15.8	2	13.8	1	.3	.7	60%	+ 2.8
16	13	3	10	3	2.8	.2	22%	+ 2
15.4	14.4	7.4	7	1	.8	.2	30%	+ 4.4
15	14.5	1	13.5	.5	.5	—	95%	*
15	10	7	3	5	4	1	20%	*
14	8.5	3	5.5	5.5	5.5	—	28%	same
14	11.8	3	8.8	2.2	2	.2	43%	+ 2
12.8	11.8	5	6.8	1	.5	.5	85%	+ 1.8
11.2	11	1	10	.2	.2	—	48%	— 2.6
11	10.5	2.1	8.4	.5	—	.5	88%	+ 2
10.4	8.3	3	5.3	2.1	1.1	1	48%	*
10.3	8	2	6	2.3	2.3	—	30%	+ .7
10	9.1	1.6	7.5	.9	.9	—	50%	+ 3.3
10	7	.5	6.5	3	2.7	.3	35%	— 3
9	8.3	2	6.3	.7	.7	—	48%	— 1.8
8.3	8	.8	7.2	.3	.3	—	45%	*
8.2	7	.5	6.5	1.2	.2	1	24%	*
8	5.9	2.7	3.2	2.1	2.1	—	75%	+ .5
7.7	5.9	5.9	—	1.8	1.8	—	25%	*
7.7	5.6	1.8	3.8	2.1	1.4	.7	19%	+ .7
7.4	6.6	2.1	4.5	.8	.8	—	49%	+ .4
7.3	6	2.5	3.5	1.3	.5	.8	60%	*
6.9	5.3	1.5	3.8	1.6	1.2	.4	70%	*
6.6	5.1	4.6	.5	1.5	1	.5	80%	+ 1.1
6.5	6.1	2.2	3.9	.4	.4	—	32%	*
6.4	4	2.1	1.9	2.4	2.4	—	38%	*
6.2	3.7	.7	3	2.5	.2	2.3	40%	same
6.2	6	.5	5.5	.2	.2	—	21%	*
6	5	2	3	1	1	—	46%	— 1
5.5	4	1	3	1.5	1	.5	30%	— 2.5
5.3	4.8	2	2.8	.5	.5	—	35%	*
5	5	.3	4.7	—	—	—	95%	— .5

** Agency did not appear in listings last year.*

FOR THE TOP AGENCIES' BILLINGS SINCE 1952, SEE OVERLEAF

FIVE YEARS WITH THE TOP BROADCAST

1952

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	$40	$13.5	$26.5
2.	YOUNG & RUBICAM	36	12	24
3.	BENTON & BOWLES	30	10.5	19.5
	BIOW CO.	30	10.5	19.5
5.	WILLIAM ESTY & CO.	28	10	18
6.	J. WALTER THOMPSON	27	13.5	13.5
7.	DANCER-FITZGERALD-SAMPLE	26	17.5	8.5
8.	MCCANN-ERICKSON	25	8.7	16.3
9.	FOOTE, CONE & BELDING	$20	$10	$10
10.	LEO BURNETT	18	9	9
11.	LENNEN & NEWELL	15	3	12
	TED BATES	15	6	9
13.	KENYON & ECKHARDT	14.5	5.5	9
14.	N. W. AYER & SON	12	6	6
15.	MAXON INC.	11	4.4	6.6

1953

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	$49.5	$14.5	$35
2.	YOUNG & RUBICAM	49	15	34
3.	J. W. THOMPSON CO.	35	13.5	21.5
4.	BENTON & BOWLES	32	11.8	20.2
	BIOW CO.	32	8	24
6.	WILLIAM ESTY & CO.	29	8	21
7.	DANCER-FITZGERALD-SAMPLE	27	18	9
8.	MCCANN-ERICKSON	25.5	8	17.5
9.	TED BATES & CO.	$24	$ 6	$18
	LEO BURNETT CO.	24	7.2	16.8
11.	FOOTE, CONE & BELDING	18	8	10
	LENNEN & NEWELL	18	4	14
13.	KENYON & ECKHARDT	15.2	5.6	9.6
14.	KUDNER AGENCY	15	4.8	10.2
15.	CUNNINGHAM & WALSH	14	4	10
	MAXON INC.	14	4.2	9.8
17.	N. W. AYER & SON	13.4	6.5	6.9

1954

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$60	$15	$45
2.	BBDO	59	13	46
3.	J. WALTER THOMPSON CO.	50	12	38
4.	MCCANN-ERICKSON	46	9	37
5.	BIOW CO.	33.4	5.6	27.8
6.	LEO BURNETT CO.	33.3	6	27.3
7.	WM. ESTY CO.	31	5	26
8.	BENTON & BOWLES	29.2	8.4	20.8
9.	DANCER-FITZGERALD-SAMPLE	28.5	15.5	13
10.	TED BATES & CO.	27.5	7	20.5
11.	KENYON & ECKHARDT	$22.5	$ 7.5	$15
12.	COMPTON ADV.	22.3	5.5	16.8
13.	FOOTE, CONE & BELDING	22	5.5	16.5
14.	LENNEN & NEWELL	20	4	16
15.	N. W. AYER & SON	18	7.5	10.5
16.	CUNNINGHAM & WALSH	16	3.5	12.5
17.	KUDNER	14	2.6	11.4
	MAXON INC.	14	3	11
19.	SULLIVAN, STAUFFER, COLWELL & BAYLES	13.8	3.8	10

1955

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$72	$12	$60
2.	BBDO	60	10.5	49.5
	MCCANN-ERICKSON	60	10.5	49.5
4.	J. WALTER THOMPSON	58	5	53
5.	LEO BURNETT	42.1	5.8	36.3
6.	BENTON & BOWLES	39	4	35
	WILLIAM ESTY	39	4	35
8.	TED BATES	37	7	30
9.	KENYON & ECKHARDT	34.5	4.5	30
10.	BIOW-BEIRN-TOIGO	$30	$ 5	$25
	DANCER-FITZGERALD-SAMPLE	30	13	17
12.	COMPTON ADV.	25.5	4.5	21
13.	N. W. AYER & SON	21	10	11
14.	FOOTE, CONE & BELDING	20.5	3.5	17
15.	LENNEN & NEWELL	20	4	16
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	17.8	3.3	14.5
17.	CUNNINGHAM & WALSH	17	3.5	13.5
18.	RUTHRAUFF & RYAN	15.5	4	11.5

1956

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$82	$ 8	$74
2.	BBDO	80	10	70
3.	MCCANN-ERICKSON	76.4	9.9	66.5
4.	J. WALTER THOMPSON	70	10	60
5.	TED BATES	55	6	49
6.	BENTON & BOWLES	53.8	3.1	50.7
7.	LEO BURNETT	43	5	38
8.	WILLIAM ESTY	40	6	34
9.	DANCER-FITZGERALD-SAMPLE	37.5	6.5	31
10.	KENYON & ECKHARDT	35.6	4.5	31.1
11.	FOOTE, CONE & BELDING	32.5	7	25.5
12.	COMPTON ADV.	$31.9	$ 2.3	$29.6
13.	N. W. AYER & SON	28	10	18
14.	SULLIVAN, STAUFFER, COLWELL & BAYLES	24.5	4.4	20.1
15.	CAMPBELL-EWALD	21	4	17
	LENNEN & NEWELL	21	1.5	19.5
17.	RUTHRAUFF & RYAN	15	4	11
18.	CUNNINGHAM & WALSH	14.5	2.8	11.7
19.	CAMPBELL-MITHUN	14	1	13
	D'ARCY ADV.	14	3	11
	GRANT ADV.	14	2.5	11.5
	MAXON INC.	14	1	13

AGENCIES

The listings on these two pages show activity of the top-billing broadcast agencies for 1952-1956. BROADCASTING'S *annual surveys have increased with the increase in billings and refinement of survey technique. All figures are millions.*

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	$10	$4	$6
	CUNNINGHAM & WALSH	10	4	6
18.	NEEDHAM, LOUIS & BRORBY	8	3	5
	CECIL & PRESBREY	8	3.6	4.4
	COMPTON ADV.	8	4.5	3.5
21.	SHERMAN & MARQUETTE	7.5	2.5	5
	RUTHRAUFF & RYAN	7.5	3.2	4.3
23.	CAMPBELL-EWALD	$7	$1.8	$5.2
	D'ARCY ADV.	7	3.5	3.5
	WARWICK & LEGLER	7	3	4
	WARD WHEELOCK CO.	6	3.5	2.5
27.	HARRY B. COHEN CO.	4.5	1.8	2.7
28.	WILLIAM WEINTRAUB	4	2	2
29.	ERWIN, WASEY & CO.	3.5	1.5	2
30.	FULLER & SMITH & ROSS	3.4	.9	2.5

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
18.	SULLIVAN, STAUFFER, COLWELL & BAYLES	$13	$3	$10
19.	COMPTON ADV.	12.5	5	7.5
20.	NEEDHAM, LOUIS & BRORBY	11	4.5	6.5
	SHERMAN & MARQUETTE	11	3.5	7.5
22.	GEOFFREY WADE	10	6.5	3.5
	RUTHRAUFF & RYAN	10	5	5
24.	CECIL & PRESBREY	9.5	1.5	8
25.	CAMPBELL-EWALD	8.5	1.8	6.7
26.	WARWICK & LEGLER	$7	$1.5	$5.5
27.	D'ARCY ADV.	6.5	2.5	4
28.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	1.5	4.5
	FULLER & SMITH & ROSS	6	1.5	4.5
	MACMANUS, JOHN & ADAMS	6	2	4
	WARD WHEELOCK CO.	6	2.5	3.5
	WEISS & GELLER	6	2	4

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
20.	RUTHRAUFF & RYAN	$13	$4	$9
21.	NEEDHAM, LOUIS & BRORBY	11.9	3.6	8.3
22.	BRYAN HOUSTON INC.	11.5	4	7.5
23.	GEOFFREY WADE	11	7	4
24.	CAMPBELL-EWALD	10	2.2	7.8
	WEISS & GELLER	10	2	8
26.	TATHAM-LAIRD	9.5	1	8.5
27.	D'ARCY ADV.	8	3.5	4.5
	ERWIN, WASEY	8	3	5
29.	MACMANUS, JOHN & ADAMS	$7	$ .5	$6.5
30.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2.2	3.8
	GEYER INC.	6	2	4
32.	FULLER & SMITH & ROSS	5.7	.5	5.2
33.	GRANT ADV.	5.5	1.5	4
	WARWICK & LEGLER	5.5	1.3	4.2
35.	GREY ADV.	5.1	1.5	3.6
36.	HARRY B. COHEN	5	2	3

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
19.	CAMPBELL-EWALD	$14	$3	$11
	KUDNER AGENCY	14	2.5	11.5
	MAXON INC.	14	3	11
22.	TATHAM-LAIRD	12.2	.9	11.3
23.	NEEDHAM, LOUIS & BRORBY	12	3	9
24.	GRANT ADV.	11.1	2.6	8.5
25.	GEOFFREY WADE	11	4	7
26.	D'ARCY ADV.	10	3.5	6.5
	WEISS & GELLER	10	2	8
28.	BRYAN HOUSTON	$9.8	$2.8	$7
29.	MACMANUS, JOHN & ADAMS	8.5	.7	7.8
30.	ERWIN, WASEY & CO.	8	3	5
	GREY ADV.	8	1.7	6.3
32.	GEYER INC.	7	2	5
33.	EARLE LUDGIN & CO.	6.3	.3	6
34.	NORMAN, CRAIG & KUMMEL	6	2	4
	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2	4
36.	WARWICK & LEGLER	5.7	1.2	4.5

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
23.	TATHAM-LAIRD	$13.8	$ .6	$13.2
24.	KUDNER AGENCY	13	4	9
25.	NEEDHAM, LOUIS & BRORBY	12	2.5	9.5
26.	GEOFFREY WADE	11	2	9
	GREY ADV.	11	2.2	8.8
28.	BRYAN HOUSTON	10.8	1.3	9.5
29.	NORMAN, CRAIG & KUMMEL	9.6	2.6	7
30.	NORTH ADV.	9	1	8
31.	GEYER INC.	8	2	6
	ERWIN, WASEY	8	2	6
33.	EMIL MOGUL	$7.5	$2.5	$5
34.	MACMANUS, JOHN & ADAMS	7	1.5	5.5
	RUSSEL M. SEEDS	7	1.5	5.5
	EARLE LUDGIN	7	.8	6.2
37.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6.7	1.2	5.5
38.	WARWICK & LEGLER	6.2	1.3	4.9
39.	RAYMOND SPECTOR	5.6	1	4.6
40.	HARRY B. COHEN	5.5	1.2	4.3

TEXT CONTINUES FROM PAGE 28

spot billing were activities on behalf of American Tobacco's Hit Parade cigarettes, Campbell's new soups, Bristol-Myers' Ban, Lever Bros. and General Mills, among others.

BBDO's roster of network activities include *Armstrong Circle Theatre* on CBS-TV for Armstrong Cork; *Jack Benny Show* and *Bachelor Father* on CBS-TV for American Tobacco; *Colt 45* on ABC-TV for Campbell Soups; *Burns and Allen* CBS-TV for General Mills; *G. E. Theatre* on CBS-TV for General Electric; *Life of Riley* on NBC-TV for Lever Bros.; *Playhouse 90* on CBS-TV for B-M; *Robin Hood* on CBS-TV for Wildroot Co.; *Trackdown* on CBS-TV for American Tobacco and, for the same advertiser, *Your Hit Parade* on NBC-TV; *You Bet Your Life* on NBC-TV for DeSoto.

TED BATES & CO.: *Combined tv-radio billing $76.5 million; $69.5 million in tv ($33 million in network, $36.5 million in spot); $7 million in radio (all spot); tv-radio share of overall billing: 75%.*

Ranking first in spot for the third year in succession, Ted Bates chalked up an overall tv-radio increase of $21.5 million over its last year's billing. Spot spending by the agency in 1957 came to $42 million, with the entire radio outlay of $7 million going to local stations. Product acquisitions by Bates in 1957 include Colgate's Fab and Rapid Shave Cream from William Esty, and Uncle Ben's Rice from Leo Burnett. Top spending client at the agency—and leading spot sponsor in the nation—remains Brown & Williamson. B&W network efforts include sponsorship of *Lineup* on CBS-TV and *News on the Hour* on NBC Radio. Other network broadcast activities include *Have Gun, Will Travel* for Lever Bros., *Millionaire* for Colgate-Palmolive and *Name That Tune* for American Home Products, all on CBS-TV; *Jim Bowie* and *Sugarfoot*, both on ABC-TV, for American Chicle, and *Thin Man* on NBC-TV for C-P.

BENTON & BOWLES: *Combined tv-radio billing $54.5 million; $51.5 million in tv ($36 million in network, $15.5 million in spot); $3 million in radio ($1 million in network, $2 million in spot); tv-radio share of overall billing: 58%.*

Benton & Bowles' combined billing rose $0.7 million over its 1956 total. Figuring importantly in the agency's strong stance was the acquisition from Procter & Gamble of several new products: Zest, Winterset and Summerset. In addition B & B acquired Schick from Warwick & Legler while losing French Government Tourist to Grey and Studebaker account to Burke Dowling Adams.

The agency currently places the following programs: *December Bride, Danny Thomas Show* and *Zane Grey Theatre*, all on CBS-TV, for General Foods, and *Meet McGraw* and the *Loretta Young Show* on NBC-TV for Procter & Gamble.

LEO BURNETT CO.: *Combined tv-radio billing $49 million; $43 million in television ($34 million in network, $9 million in spot); $6 million in radio ($1 million in network, $5 million in spot); tv-radio share of overall billing: 61%.*

Burnett, up $6 million over last year in combined broadcast billing, shifted a considerable number of radio-using accounts into television. This summer, Burnett lost $8 million worth of Pabst Brewing Co. billing—$7 million Blue Ribbon, Old Tankard Ale, Andeker Draught Supreme; $1 million Eastside Brewing Co. subsidiary—to Norman, Craig & Kummel and Young & Rubicam. But Tea Council allocated its entire $2 million ad budget to tv spot (as against a sizeable print campaign supplemented by tv last year); All-State Insurance Co. redistributed print money to participations in CBS-TV's *Playhouse 90*, which made up to some degree the loss of network commissions formerly accrued through Pabst and ABC's Wednesday night fights and NBC-TV's *Mystery Theatre* this summer; Kellogg Co. dropped Arthur Godfrey simulcasts and CBS-TV's *Lassie* and picked up an ABC-TV across-the-board children's strip of adventure reruns and continued in CBS-TV's *House Party* and *Name That Tune*, also buying into *The Big Record*. Bauer & Black used CBS Radio's "Impact" plan on *Gunsmoke, Amos 'N' Andy*, and ABN's *Breakfast Club;* Procter & Gamble picked up alternate weeks of CBS-TV's *Phil Silvers Show*, some CBS-TV daytime serials, NBC-TV's *Matinee, The Web*, and renewed *Loretta Young;* Pure Oil Co. and Philip Morris Co. (Marlboro) expanded tv sports coverage (Marlboro continuing on *Playhouse 90*); Pillsbury also went in for CBS-TV daytime serials as well as *The Big Record* and bought into ABC-TV's *Mickey Mouse;* Campbell Soup Co. stayed on CBS-TV and so did Hoover Co.

Most of the foregoing advertisers used radio-tv spot, as did Pfizer Co. in farm radio.

DANCER-FITZGERALD-SAMPLE: *Combined tv-radio billing $47 million; $39.5 million in television ($29.5 million in network, $10 million in spot); $7.5 million in radio ($3.5 million in network, $4 million in spot); tv-radio share of overall billing: 55%.*

The pickup in billing of $9.5 million at D-F-S is traced to greater activity of existing accounts. With its radio billing strong, D-F-S increased in tv as well. Among the leading tv network accounts are General Mills, for which D-F-S places business in five network tv shows (*Wyatt Earp, The Lone Ranger, Disneyland, Mickey Mouse Club* and *American Bandstand*, all on ABC-TV; American Chicle (*Sugarfoot* and *Jim Bowie* on ABC-TV); Liggett & Myers Tobacco Co.'s L & M cigarettes (*Gunsmoke* on CBS-TV, *Dragnet* and *George Gobel* on NBC-TV); Nestle Co.'s association with *Garry Moore Show* on CBS-TV; Peter Paul on CBS-TV *Arthur Godfrey;* Sterling Drug with a daytime show, and others.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All Times EST)

CBS-TV

Nov. 26 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Nov. 25-29, Dec. 2-4 (1:30-2:30 p.m.) *Howard Miller Show*, participating sponsors (on Thanksgiving Day will be seen 1:30-2:15 p.m. and colorcast only on certain stations).

Nov. 25, Dec. 2 (7:30-8 p.m.) *The Price Is Right*, RCA Victor through Kenyon & Eckhardt and Spiedel through Norman, Craig & Kummel.

Nov. 26, 27, 29, Dec. 2-4 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Nov. 26 (7:30-9 p.m.) *The Pied Piper of Hamelin*, Liggett & Myers through McCann-Erickson.

Nov. 27 (8:30-10:30 p.m.) *Annie Get Your Gun*, Pontiac through MacManus, John & Adams and Pepsi-Cola through Kenyon & Eckhardt.

Nov. 28 (7:30-8 p.m.) *Tic Tac Dough*, RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Nov. 28 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Nov. 30 (12-1 p.m.) *Parade of Cadets and Midshipmen*, sustaining.

Nov. 30 (1-1:15 p.m.) *College Bands* (film fill), sustaining.

Nov. 30 (1:15 p.m. to completion) *Army-Navy game*, participating sponsors.

Nov. 30 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Nov. 30 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco through BBDO.

Dec. 1 (6:30-7 p.m.) *My Friend Flicka*, sustaining.

Dec. 1 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Dec. 1 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Dec. 3 (8-9 p.m.) *Gobel-Fisher Show*, RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 4 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Milwaukee
WOKY

Boston
WILD

THE BARTELL GROUP

Where the buying is easy

DOMINATING SIX MAJOR MARKETS

At a single stroke, radio in these must-buys is competently accomplished. An exciting union of integrity, talent, imagination has created a superior radio service for the whole family. The fabulous Bartell success in rating dominance in each market is, therefore, only part of the story. Unreserved family acceptance has produced best buyership.

Bartell It... and Sell It!

San Diego
KCBQ

Atlanta
WAKE

Phoenix
KRUX

Birmingham
WYDE

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

eleventh in a series of 12 ads based on the signs of the zodiac

SCORPIO

INTUITIVE • IMAGINATIVE

...and twelve months
out of every year stations
under the sign of MEEKER benefit by:

INTUITIVE intelligence
of "Teamwork" in action—aggressive
sales approach of seasoned men
who have worked together
for 12 years.

IMAGINATIVE interpretation
of sales data
through first-hand
knowledge
of represented properties.
Meeker men periodically
visit each station
and market.

the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

COMPTON ADV.: *Combined tv-radio billings $42 million; $39.9 million in television ($24.3 million in network, $15.6 million in spot); $2.1 million in radio ($0.5 million in network, $1.6 million in spot); tv-radio share of overall billings: 50%.*

Compton upped its billings by $10.1 million in 1957. The agency gained G. H. P. Cigar Co. from Norman, Craig & Kummel and G. Heileman Brewing Co. from Earle Ludgin. The increase in billing came from additional expenditures of such major accounts as Procter & Gamble with *Wyatt Earp* on ABC-TV and *This Is Your Life* on NBC-TV, Remington-Rand's *Leave It to Beaver* on CBS-TV and such spot advertisers as American Can Co., Bond Clothes, Goodyear Tire & Rubber, Nehi Corp., Socony Mobil Oil Co., Standard Brands, Sterling Drugs and Sterling Brewers.

FOOTE, CONE & BELDING: *Combined tv-radio billing $40 million; $33.3 million in television ($25.3 million in network, $8 million in spot); $6.7 million in radio ($5.7 million in network, $1 million in spot); tv-radio share of overall billing: 35%.*

An increase of $7.5 million in tv-radio business at FC&B was attributable in large part to its new blue chip accounts, including Edsel Div. of Ford Motor Co. (*Wagon Train* on NBC-TV, special on CBS-TV in October); Tidewater Oil Co., Hawaiian Pineapple (Dole), Savarin coffee, Shulton's Pharmaceutical Div. and Norwich Pharmacal (Nebs and another product as yet untitled).

The following accounts also contributed to the billings rise: Lever Bros. (Imperial margarine) representation on NBC-TV's *Lux Show* with Rosemary Clooney, *Truth or Consequences* and *The Price Is Right*, and CBS-TV's *Eve Arden Show;* Gillette Co.'s Paper Mate pens (NBC-TV's *Cavalcade of Sports* and *You Bet Your Life;* Armour & Co., which dropped out of George Gobel the end of last season, picked up participations for Dial Soap on NBC-TV's *It Could Be You* and CBS-TV's *The Big Record;* Kleenex on *Perry Como Show* on NBC-TV and *Playhouse 90* on CBS-TV; S. C. Johnson's wax on *Red Skelton Show* on CBS-TV; Hallmark Cards on its NBC-TV's specials and Purex Ltd., together with Edward H. Weiss Co., on CBS-TV's *Perry Mason* and *Beat the Clock*.

WILLIAM ESTY CO.: *Combined tv-radio billing $36 million; $32 million in television ($28 million in network, $4 million in spot); $4 million in radio ($1.5 million in network $2.5 million in spot); tv-radio share of overall billing: 50%.*

At William Esty & Co. the billing picture centers on its big account—R. J. Reynolds Tobacco Co. Reynolds, for example, has been represented in these network shows: *Bob Cummings Show* and *People Are Funny* on NBC-TV; *Harbourmaster* (alternating weeks), *I've Got a Secret, Mr. Adams & Eve* and *Phil Silvers Show*, all CBS-TV.

Among its top spot advertisers are Thomas Leeming-Pacquin (radio spot), P. Ballantine & Sons (*Highway Patrol* in regional markets) and National Carbon Co. (Prestone antifreeze and Eveready flashlight batteries). Prestone also participated in a battery of network tv shows during October only and had a very active spot campaign in radio. Eveready is a heavy spot radio advertiser. The agency lost Colgate's Vel and Fab to Lennen & Newell and Ted Bates Inc., respectively.

KENYON & ECKHARDT: *Combined tv-radio billing $31.5 million; $24.7 million in television ($19 million in network, $5.7 million in spot); $6.8 million in radio ($0.8 million in network, $6 million in spot); tv-radio share of overall billing: 55%.*

K & E dropped $4.1 million in combined tv-radio billing under the previous year's total. Figuring significantly in the dip was the loss of the Warner-Lambert account, which sponsored *Your Hit Parade* on NBC-TV, to SSC&B and Norman, Craig & Kummel. K & E's network programming in 1957 included: *Perry Como Show, Tic Tac Dough, The Price Is Right*, and *The George Gobel Show* on NBC-TV for RCA Whirlpool; *Rin Tin Tin* on ABC-TV for National Biscuit; and the *Ed Sullivan Show* on CBS-TV for Mercury. The agency also placed large spot schedules for Mercury, Ford Motor Co., and Lever Bros. among others.

N. W. AYER & SON: *Combined tv-radio billing $31 million; $20 million in television ($10 million in network, $10 million in spot); $11 million in radio ($2 million in network, $9 million in spot); tv-radio share of overall billing: 25%.*

Ayer upped its billing by $3 million from last year's $28 million by acquiring all food divisions of Armour & Co. (spot business plus CBS-TV's *Arthur Godfrey Time*) as well as the Corning Glass Works (Pyrex) and several new divisions of Johnson & Johnson, which brought spot tv-radio business to the agency. The gains were accomplished even though Ayer lost Bissell Carpet Sweeper to Leo Burnett and Hawaiian Pineapple to Foote, Cone & Belding.

Bell Telephone remained active through *Telephone Time* on CBS-TV, *Bell Telephone Hour* on NBC Radio and occasional science-education programs on CBS-TV. Philip Morris added to the network total with *Mike Wallace Show* on ABC-TV and *Suspicion* on NBC-TV and at year's end Plymouth agreed to sign as a sponsor of the *Bob Hope Show*, is definitely set for the Nov. 24 program for this year and is working out details for sponsorship of forthcoming programs in the series in 1958. Active spot advertisers during the year were Gordon Baking Co., Hill Bros., Ohio Oil, Atlantic Refining Co., B-C Remedy and Howard Johnson restaurant chain.

SULLIVAN, STAUFFER, COLWELL & BAYLES: *Combined tv-radio billing $26.7 million; $21.4 million in television ($16.6 million in network, $4.8 million in spot); $5.3 million in radio ($0.8 million in network, $4.5 million in spot); tv-radio share of overall billing: 65%.*

SSC&B in 1957 scored a gain of $2.2 million over last year's billing. Accounting chiefly for the advance was the capture of four new clients during the year: Duffy-Mott from Young & Rubicam, Warner-Lambert from Kenyon & Eckhardt, Lever Bros.' Breeze from BBDO and Salada Tea from Hermon W. Stevens Agency.

The agency's 1957 network activity included: *Tales of Wells Fargo* and *M Squad*, both on NBC-TV for American Tobacco; *Restless Gun* and *Tic Tac Dough* on NBC-TV for Warner-Lambert; *Perry Como Show*

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,574,000 people in the U. S. over 12 years of age during the week Nov. 10-16. This is how they spent their time:

70.1%	(86,625,000) spent	1,997.4 million hours	WATCHING TELEVISION
56.0%	(69,201,000) spent	968.6 million hours	LISTENING TO RADIO
82.8%	(102,319,000) spent	395.4 million hours	READING NEWSPAPERS
31.2%	(38,555,000) spent	179.9 million hours	READING MAGAZINES
24.6%	(30,399,000) spent	394.9 million hours	WATCHING MOVIES ON TV
24.7%	(30,513,000) spent	126.6 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING, each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 105,120,000 people over 12 years of age see tv (85.2% of the people in that age group); (2) 40,692,000 U. S. households with tv; (3) 44,725,000 tv sets in use in U. S.

on NBC-TV for Noxema, and *West Point* on ABC-TV for Carter Products.

SSC&B continued actively in spot for Smith Bros., Carter Products, Lever Bros. and American Tobacco, among others.

CAMPBELL-EWALD: *Combined tv-radio billing $25 million; $21 million in television ($18 million in network, $3 million in spot); $4 million in radio ($1.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 27%.*

Campbell-Ewald's upward climb in broadcast business is a reflection, in large measure, of the stepping-up of the *Chevy Show* (with Dinah Shore three weeks out of four) to a weekly schedule on NBC-TV from its twice-a-month presentation last year. In addition, Chevrolet dropped *Crossroads* this fall on ABC-TV but substituted the more costly *Pat Boone Chevy Showroom* on the same network. Another additional network tv effort this year—for GM's Delco-Remy and other divisions serviced by C-E—is the CBS-TV *High Adventure* one-hour program featuring Lowell Thomas, two of which will be credited to this year's activity and five during 1958. Chevrolet also continued its sponsorship this year of its CBS Radio news schedule on weekends.

Campbell-Ewald resigned the Flagg shoes account which had been active in spot, but acquired certain divisions of Kroger Co. (grocery chain), which sponsored half-hour programs in local markets. Goebel beer was a substantial tv-radio spot advertiser of professional baseball and football games.

LENNEN & NEWELL: *Combined tv-radio billing $24.5 million; $21.1 million in television ($17.1 in network, $4 million in spot); $3.4 million in radio ($0.5 million in network, $2.9 million in spot); tv-radio share of overall billing: 54%.*

Up $3.5 million in broadcast billing over 1956, L&N scored with a rash of new broadcast accounts. Among them: consolidated P. Lorillard tobacco account (Kent and Newport from Young & Rubicam, Gunther Brewing Co. from SSC&B, Cinzano Inc. from Burke Dowling Adams, and Colgate Palmolive's Vel from William Esty. Emerson Drug Div., Warner-Lambert Pharmaceutical Co., for Bromo-Seltzer, and Lorillard, for Old Gold cigarettes, took on a 130-station lineup of NTA Film Network for *Premiere Performance*. C-P, for Vel and Lustre-Creme, picked up CBS-TV's *Mr. Adams & Eve;* American Gas Assn. picked up part of CBS-TV's *Playhouse 90,* and with the Lorillard consolidation, Old Gold bought NBC-TV's *Court of Last Resort* and CBS Television Film's *Assignment: Foreign Legion.* L&N also got alternate week billing for Kent on CBS-TV's *$64,000 Challenge.* Heavy spot users were Dromedary Div., National Biscuit Co.; American Airlines; Benrus Watch Co.; Consolidated Cigar Co.; Stokely-Van Camp foods and Gunther Brewing.

CUNNINGHAM & WALSH: *Combined tv-radio billing $17 million; $10 million in television ($2.2 million in network, $7.8 million in spot); $7 million in radio ($2 million in network; $5 million in spot); tv-radio share of overall billing: 35%.*

Although the last Chesterfield billing at C & W ended last year (the account went to McCann-Erickson), the agency managed to increase its tv-radio billing about $2.5 million.

Texas Co. (Texaco), which C&W started billing this year, has been in spot radio and tv and also is sponsoring its *Command Performances* specials on NBC-TV. Another advertiser new to network tv this year is Sunshine Biscuit (*Garry Moore Show* and *Beat the Clock,* both CBS-TV). New accounts also include American Cyanamid (spot user) and Colgate-Palmolive's Brisk, which is added to C&W's handling of Colgate's Super Suds. Among other big spot-spending accounts are Sunshine, Folger coffee, Chase Manhattan Bank, Narragansett Brewing and the *New York Daily News.*

CAMPBELL-MITHUN: *Combined tv-radio billing $16.8 million; $15.3 million in television ($9.8 million in network, $5.5 million in spot); $1.5 million in radio ($0.5 million in network, $1 million in spot); tv-radio share of overall billing: 48%.*

Campbell-Mithun upped its billing in 1957 by $2.8 million, assisted in part by addition of several divisions of Kroger Co. (grocery store chain). Its leading tv network advertisers were Pillsbury Mills, which sponsored Thursday segments of daytime serials including *As the World Turns, Edge of Night* and *Art Linkletter's House Party* on CBS-TV; the Gold Seal Co. for alternate weeks of *I Love Lucy* re-runs on CBS-TV; Hamm Brewing Co. for *Person to Person* on CBS-TV in west and midwest, and American Dairy Assn. for one-third sponsorship of the *Perry Como Show* on NBC-TV.

In network radio, Northwest Airlines was

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

BOX SCORE • NBC Radio chalked up another $500,000 in new business last week. Kiplinger Washington Agency *(Changing Times—The Kiplinger Magazine)* through Albert Frank-Guenther Law, N. Y., ordered four quarter-hour *Changing Time* programs per weekend for the next 13 weeks; Gillette Safety Razor Co. (Boston), through Maxon Inc., N. Y., ordered full sponsorship of 20th annual Blue-Gray All Star football game Dec. 28 as well as Jan. 1 Rose Bowl game, and five advertisers ordered *Monitor* segments: Evinrude Motors and A. O. Smith Corp. (Permaglas), both Milwaukee, through Cramer-Krasselt Co., same city; Northwest Orient Airlines, St. Paul, through Campbell-Mithun, Minneapolis; Sterling Silversmith's Guild, through Fuller & Smith & Ross, N. Y., and John E. Mitchell Co. (auto air conditioner) through Taylor-Norsworthy Inc., Dallas.

FORWARD LOOK • Plymouth Div. of Chrysler Corp. signed last week for sponsorship of three of NBC-TV's *Bob Hope Show* specials, first of which was telecast for auto firm yesterday (Sun. 7-8 p.m.). Plymouth will share sponsorship of five upcoming specials with Johnson Motors. Agency for Plymouth is N. W. Ayer & Son.

HOME SHOW • A. E. Staley Mfg. Co. (starches), Decatur, Ill., through Erwin Wasey, Ruthrauff & Ryan, Chicago, last week signed $1 million contract with CBS Radio for across-the-board noontime strip starring Peter Lind Hayes and Mary Healy, direct from Hayes' home in New Rochelle, N. Y. *The Peter & Mary Show* (Mon.-Fri., 12:05-12:15 p.m.) will debut Jan. 6.

TEA TIME • Thomas J. Lipton Inc., Hoboken, N. J., will sponsor *The Californians,* half-hour tv film series on NBC-TV on alternate weeks, starting Jan. 10 (Tues. 10-10:30 p.m.). Agency: Young & Rubicam, N. Y. Singer Sewing Machine Co., current sponsor, will be other alternate-week advertiser.

A 13-WEEK radio and tv saturation campaign in the New York metropolitan area will be launched Jan. 1 for Edro Products Inc., New York (Pop-A-Day vitamin lollipops, for children). Discussing the promotion are (l to r): Herb Sheldon, WABD (TV) New York personality, whose daily show will carry Pop-A-Day spots; Nathaniel C. Schepps, executive vice president of Edro Products; and Harry B. Cohen Jr., vice president of Cohen & Aleshire, Edro's agency. The drive will use 26 tv and 22 radio spots weekly.

SOMETHING BREWING • Stegmaier Brewing Co., Wilkes-Barre, Pa., has purchased *Boots and Saddles—The Story of the Fifth Cavalry* (California National Productions' tv film series) for showing in Scranton-Wilkes-Barre, Johnstown, Altoona, Lancaster-Harrisburg, all Pa., and Binghamton, N. Y., markets. This is said to be first film program series purchased by brewer in two years. Starting dates for 52-week purchase are in December and January. Agency for Stegmaier is McCann-Erickson, N. Y.

Ring-necked Pheasant

Phasianus colchicus torquatus

The upland farms of Michigan are the favorite habitat of this gaudy, raucous immigrant from Asia. Gamey in the wilds, the Pheasant is a delightful delicacy on the table.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are

Are you reaching pheasants instead of people? WWJ concentrates on the big-earning, big-spending folks in southeastern Michigan—with sprightly personalities like Hugh Roberts in the morning, Bob Maxwell from fabulous Northland shopping center, Jim Wood and Jim DeLand from spectacular Eastland. Use WWJ all day . . . *every* day.

Here's your real target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

WWJ AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

Suyeoka

"he must be from WBBM-TV!"

In Chicago television, *showmanship* draws the crowd...even at *midnight*.

A recent VARIETY article stated "...the Windy City has a growing late-nite video audience." And nowhere is this more apparent than on WBBM-TV.

For example, the latest post-midnight Nielsen analysis* reveals ratings that range from a *healthy 8.7* to a *whopping 20.3*...ratings that rank with the best of daytime audiences and equal many of those polled by highly-regarded nighttime shows... week-long average ratings that represent audiences far in excess of those of *all other Chicago stations combined.*

We call it *showmanship at midnight.* The kind of *showmanship* that turns your advertising into *salesmanship.* The kind you find only on...

WBBM-TV

Chicago's Showmanship Station—Channel 2

CBS Owned—Represented by CBS Television Spot Sales

*October 1957

FAT CHANCE

Blue skies, not blue sky—that's what advertisers are offered by the Sunshine Network, which promises there will be no bill for advertising on any day the sun fails to shine on the network. Since Sunshine affiliates are KDOT Reno and KRBO Las Vegas, both Nevada, and KDES Palm Springs and KSLR Oceanside, both California, climate-conscious time-buyers will realize the network is taking no great risk with its no-sun-no-bill offer. But by the time they figure this out, Ted Rogers, Sunshine representative, has a chance to present more pertinent if less dazzling data about the Sunshine stations and markets.

active in participations on NBC Radio's *Monitor* and American Dairy Assn. on various NBC participating shows. Prominent spot tv-radio advertisers included Hamm Brewing, Gold Seal, Malt-O-Meal Co. (cereals), Ballard Flour Co., Kroger Grocery, John Morrell Co. (Red Heart dog food), Top Value Stamps (trading stamps), McCormick spices, Armstrong Rubber Co. and Chicopee Mills.

MAXON: *Combined tv-radio billing $16.8 million; $15.8 million in television ($13.8 million in network, $2 million in spot); $1 million in radio ($0.7 million in network, $0.3 million in spot); tv-radio share of overall billing: 60%.*

Maxon picked up in tv billings—about $2.8 million, representing the first combined broadcast billing increase at the agency in more than two years. Active broadcast clients at Maxon include Gillette in both tv-radio sports events (*Cavalcade of Sports* on NBC-TV and NBC Radio, etc.); General Electric Co. with *Cheyenne* on ABC-TV; Heinz 57 foods (*Captain Gallant* on NBC-TV and *Studio 57* tv film series in regional markets), and Pittsburgh Paint (*Garry Moore Show* on CBS-TV). Pittsburgh Paint is new to network tv. New accounts are Charles E. Hires, beginning activity this year in spot tv, and Climaline Co., active in tv-radio spot; Safeway Stores' Eastern Div. and La Choy Foods Products have not as yet used broadcast media to any extent.

GRANT ADV.: *Combined tv-radio billing $16 million; $13 million in tv ($10 million in network, $3 million in spot); $3 million in radio ($0.2 million in network, $2.8 million in spot); tv-radio share of overall billing: 22%.*

Grant broadcast business was up $2 million over 1956, attributed largely to a bigger lineup of stations for the Chrysler Corp. sponsorship of the *Lawrence Welk Show* and *Top Tunes and New Talent*, both on ABC-TV, and an accompanying accentuated spot tv-radio drive for the Dodge Motors and Plymouth Divisions, which are advertised on the network shows. Plymouth also sponsors *A Date With the Angels* which replaced the *Ray Anthony Show* this fall on ABC-TV. In late November, Grant placed Tilford Toiletries on NBC-TV's *Queen for a Day* for participations on alternate weeks. Active spot advertisers were Dodge, Plymouth and the Florists' Telegraph Delivery Assn.

GREY ADV.: *Combined tv-radio billing $15.4 million; $14.4 million in television ($7 million in network, $7.4 million in spot); $1 million in radio ($0.2 million in network, $0.8 million in spot); tv-radio share of overall billing: 30%.*

Grey this year bettered by $4.4 million its 1956 broadcast billing. New business at the agency this year included Chunky Chocolates, Procter & Gamble's Pin It, Block Drug's Denturcream, Mennen Electric Preshave, Greyhound Corp., and Ronson shaver and appliances. The agency lost no accounts during the year.

Highlights of Grey's broadcast action in 1957: *Steve Allen Show* on NBC-TV for Greyhound; *West Point* on ABC-TV and *Shirley Temple* on NTA Network, both for Van Heusen shirts; *Masquerade Party* on NBC-TV and *Broken Arrow* on ABC-TV for Five Day Deodorant; *Meet McGraw* and *People's Choice* on NBC-TV for Procter & Gamble, and specials on NBC-TV for Exquisite Form Brassieres.

PARKSON ADV.: *Combined tv-radio billing $15 million; $14.5 million in television ($13.5 million in network, $1 million in spot); $0.5 million in radio (all spot); tv-radio share of overall billing: 95%.*

Parkson Adv., formed last August as an outgrowth of Edward Kletter Assoc., places its billing primarily in network tv. In October, Parkson added J. B. Williams to its Pharmaceuticals Inc. account. Both are associated with *Twenty One* and *What's It For?* on NBC-TV and *To Tell the Truth* on CBS-TV. Spot tv activity is chiefly on behalf of Williams' Kreml, Conti and Skol, while spot radio is used for a number of products.

ERWIN WASEY, RUTHRAUFF & RYAN: *Combined tv-radio billing $15 million; $10 million in television ($3 million in network, $7 million in spot); $5 million in radio ($1 million in network, $4 million in spot); tv-radio share of overall billing: 20%.*

The merger of Erwin Wasey and Ruthrauff & Ryan took place in 1957 with broadcast billing this year of $15 million, the same total R & R alone achieved last year.

Gains for EWR&R in 1957 include American Cyanamid, Cellulose Products, Safeway Stores, S. Brand, KLM Airlines and Roots Motors. Lost in 1957: American Home Products, Carling Brewery, Hamilton Beach Appliances and Penn Salt Co.

Broadcast activity over the year: *Burns & Allen* for Carnation on NBC-TV, and Bon Ami spot and regional buys.

D'ARCY ADV.: *Combined tv-radio billing $14 million; $8.5 million in television ($5.5 million in network, $3 million in spot); $5.5 million in radio (all spot); tv-radio share of overall billing 28%.*

D'Arcy's billing remained the same as in 1956 despite a $2.5 million cut in television, which was offset by an addition of $2.5 million in radio. The agency stepped up its spot radio activity for such clients as Gerber's Foods, Anheuser-Busch Brewing Co. (Budweiser Beer), Standard Oil Co. of Indiana and General Tire & Rubber Co., which also were active in spot tv. The bulk of the agency's business in network tv was for Gerber's, which used such CBS-TV daytime programs as *Captain Kangaroo* and *Garry Moore* and the early-evening *Beat the Clock*, also on CBS-TV. Patterson-Sargent (paints) used participations in *Today* on NBC-TV.

NEEDHAM, LOUIS & BRORBY: *Combined tv-radio billing $14 million; $11.8 million in television ($8.8 million in network, $3 million in spot); $2.2 million in radio ($0.2 million in network, $2 million in spot); tv-radio share of overall billing: 43%.*

NL&B's gain was $2 million. Its network shows include S. C. Johnson & Son on *Steve Allen* (NBC-TV); State Farm Insurance on *Red Barber's Corner* (NBC-TV) and Quaker Oats on *Jane Wyman Show* (NBC-TV).

GEOFFREY WADE ADV.: *Combined tv-radio billing $12.8 million; $11.8 million in television ($6.8 million in network, $5 million in spot); $1 million in radio ($0.5 million in network, $0.5 million in spot); tv-radio share of overall billing: 85%.*

Wade's combined tv-radio billing for the first time in the last four years showed a higher level, the billing increasing $1.8 million above last year's plateau. But the agency continued the shift from radio to television (from $2 million last year in radio to $1 million this year). In network tv, Miles Labs has been active in *Wednesday Night Fights* and *Broken Arrow* on ABC-TV and in daytime shows on NBC-TV. Also in the daytime programs (five in all) is Alberto-Culver Co.

TATHAM-LAIRD: *Combined tv-radio billing $11.2 million; $11 million in television ($10 million in network, $1 million in spot); $0.2 million in radio (all spot); tv-radio share of overall billing: 48%.*

Broadcast billings at the agency dipped $2.6 million from 1956, resulting largely from a decrease in spot spending. Network clients, who bought shared sponsorship or participations on a host of tv programs, included the Toni Co., Armour & Co., Wander Co. (Ovaltine), General Mills, Campbell Soup and Procter & Gamble. Spot advertisers were Campbell Soup, General Mills, Parker Pen, Wander Co., Toni and Procter & Gamble.

NORTH ADV.: *Combined tv-radio billing $11 million; $10.5 million in television ($8.4 million in network, $2.1 million in spot); $0.5 million in radio (all network); tv-radio share of overall billing: 88%.*

North Adv. completed its second year of operation with a broadcast total of $11 million, exceeding its 1956 total by $2 million. Its billing reflects largely the Toni (Div. of Gillette Co.) account, which sponsored on alternate weeks *You Bet Your Life* and *People Are Funny* on NBC-TV

"Where Did
You Go?"

"Up Madison Avenue."

"What Did
You Do?"

"Listened."

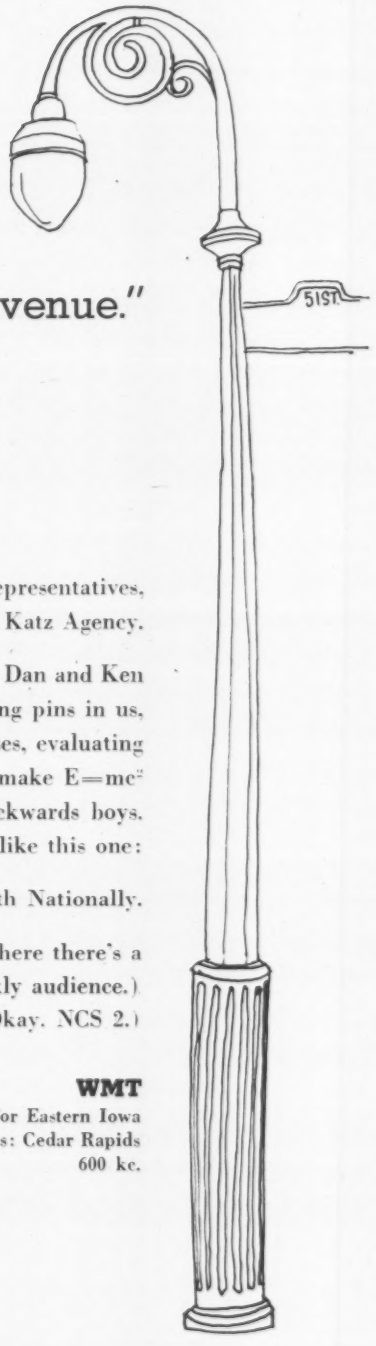
We recently visited our national representatives, the fellows at The Katz Agency.

You think you're tough? You ought to hear Dan and Ken and Kel holding us up to the light, sticking pins in us, weighing our statements, counting our noses, evaluating our evaluations. They got calculators that make $E=mc^2$ a piker. They're the original Leaning Over Backwards boys. They have a passion for facts; they like this one:

WMT Radio Ranks 39th Nationally.

(There are only 38 markets in the U. S. where there's a radio station that delivers a larger daytime weekly audience.)
(Give 'em your authority said Dan. Okay. NCS 2.)

WMT
CBS Radio for Eastern Iowa
Mail Address: Cedar Rapids
600 kc.



and *Arthur Godfrey's Talent Scouts* on CBS-TV. Toni and Lanvin Perfumes used various network radio shows for the summer only. A substantial spot tv advertiser during the year was Jewel Food Stores.

GARDNER ADV., ST. LOUIS: *Combined tv-radio billing $10.4 million; $8.3 million in television ($5.3 million in network, $3 million in spot); $2.1 million in radio ($1 million in network, $1.1 million in spot); tv-radio share of overall billing: 48%.*

One account gained, none lost, is Gardner's record for 1957. From Benton & Bowles, Gardner gained Grove Labs' Bromo-Quinine, a heavy NBC Radio spot and NBC Radio *Monitor* client. Monsanto, last in tv for "all" detergents and starches (which was sold this past spring to Lever Bros. Co.), took a corporate plunge into network tv with a $2 million CBS-TV *Conquest* project to last two years. Pet Milk Co. co-sponsored Red Skelton's CBS-TV program, participated on that network's *Edge of Night* serial and was an advertiser on NBC Radio's *Grand Ole Opry*. Purina dog chow co-sponsored, with Miles Labs, ABC-TV's *Broken Arrow*, and Procter & Gamble's Duncan Hines Foods began testing tv late in the year on a limited spot basis. Anheuser-Busch's Busch-Bavarian beer again sponsored regional simulcasts of St. Louis Cardinals home games.

NORMAN, CRAIG & KUMMEL: *Combined tv-radio billing $10.3 million; $8 million in television ($6 million in network, $2 million in spot); $2.3 million in radio (all in spot); tv-radio share of overall billing: 30%.*

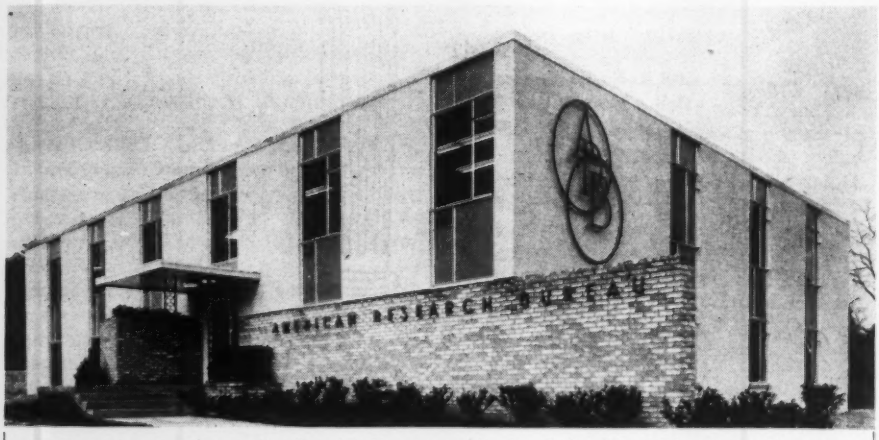
NC&K increased its billing $0.7 million over last year's tally. The agency acquired the Pabst Blue Ribbon account and suffered no losses in its client list. Action in 1957 included placement of Ronson Products in NBC-TV news shows; purchase of *Price Is Right* on NBC-TV for Spiedel; sponsorship of *Restless Gun* on NBC-TV for Warner-Lambert, and *Maverick* on ABC-TV for Willis Trucks. Warner-Lambert is represented also on *Tic Tac Dough* on NBC-TV.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: *Combined tv-radio billing $10 million; $9.1 million in television ($7.5 million in network, $1.6 million in spot); $0.9 million in radio (all in spot); tv-radio share of overall billing: 50%.*

A gain of $3.3 million in billing this year can be explained largely by increased use of network tv by Bristol-Myers, which shared sponsorship on a host of programs, including *Mickey Mouse Club* and *Tombstone Territory* on ABC-TV, *NCAA Football Game of the Week* on NBC-TV and *Playhouse 90* and *Alfred Hitchcock Presents* on CBS-TV. Bristol-Myers also was a frequent user of participations in NBC-TV's *Tonight*. Pharmaco Inc. utilized daytime network tv with sponsorship of *It Could Be You* and *Comedy Time* on NBC-TV. Spot tv-radio clients were McCormick & Co. (spices), Fulham Bros. (frozen foods) and Borden Co.

KUDNER AGENCY: *Combined tv-radio billing $10 million; $7 million in television ($6.5 million in network, $0.5 million in spot); $3 million in radio ($0.3 million in network, $2.7 million in spot); tv-radio share of overall billing, 35%.*

Continued drop in tv-radio billing for Kudner in 1957, following a dip in 1956 from 1955, was attributed mainly to the loss of the Texaco account at the beginning of the year to Cunningham & Walsh and a reduction in activity for several General Motors accounts. Radio-conscious Texaco had been a sponsor of ABC (now ABN) Metropolitan Opera broadcasts, regional sports shows and news programs, but in 1957 Kudner's only billing in radio came from limited spot campaigns for several General Motors Products. Kudner's broadcast business was overwhelmingly in network tv during the year, coming from the Frigidaire and Buick alternate week sponsorship of the *Patrice Munsel Show* on ABC-TV, Buick's alternate week sponsorship of *Wells Fargo* on NBC-TV and General Motors' special two-hour program on NBC-TV Nov. 17.



THE new emanation point for ARB's reports is this Beltsville, Md., research center and headquarters. The two-story building represents, according to the American Research Bureau, the country's first building planned expressly for television research. Statistical work for ARB reports in some 140 markets now is coordinated here, following last week's move from ARB's Washington and College Park, Md., locations, announced by James Seiler, director. The organization also maintains offices in New York, Chicago and Los Angeles.

BRYAN HOUSTON: *Combined tv-radio billing $9 million; $8.3 million in television ($6.3 million in network, $2 million in spot); $0.7 million in radio (all spot); tv-radio share of overall billing: 48%.*

Bryan Houston was off nearly $2 million in tv-radio billing this year compared to last, the decrease showing up in both tv and radio. Among its network sponsors: Nestle in *Beat The Clock* and *Gale Storm Show* on CBS-TV, Colgate-Palmolive in *The Big Payoff* on CBS-TV.

EDWARD H. WEISS CO.: *Combined tv-radio billing $8.3 million; $8 million in television ($7.2 million in network, $0.8 million in spot); $0.3 million in radio (all spot); tv-radio share of total billing: 45%.*

Making its debut among the top 50, Weiss in 1957 experienced some shuffling in the Helene Curtis account structure, lost Lentheric (which it gained last year from Grant) to Gordon Best, but gained Stopette from Earle Ludgin & Co. Curtis enlarged its network buys, adding to CBS-TV's *What's My Line?* the *Gale Storm Show* and alternate sponsorship of *Dick and the Duchess* (with Mogen David and Key wines). Key wine also participated in CBS-TV's *Beat the Clock*. Purex Ltd. (including the newly-bought-out Manhattan or Sweetheart Soap Co.) picked up part of CBS-TV's *Perry Mason* series with Libby-Owens Ford. Spot users included Corina Cigars, College Inn foods, Curtis' Enden shampoo, Perk dog food and the H. W. Gossard Co. (foundations) which went into spot this month after dropping out of NBC-TV's *Queen for a Day*. Weiss lost the $1.3 million Sealy Mattress account. Weiss added Carling Brewing Co. from the former Erwin, Wasey, Chicago, and has placed Carling in sports shows.

FULLER & SMITH & ROSS: *Combined tv-radio billing $8.2 million; $7 million in television ($6.5 million in network, $0.5 million in spot); $1.2 million in radio ($1 million in network, $0.2 million in spot); tv radio share of overall billing: 24%.*

F&S&R billing in tv and radio totaled $8.2 million for 1957. The agency placed Libby-Owens-Ford Glass Co. in network television—*Perry Mason* on CBS-TV and football games on NBC-TV—for the first time this year. Alcoa sponsored *Alcoa Theatre* on NBC-TV. New accounts gained during the year: Pan American and Sterling Silver, both spot advertisers.

EMIL MOGUL CO.: *Combined tv-radio billing $8 million; $5.9 million in television ($3.2 million in network, $2.7 million in spot); $2.1 million in radio (all spot); tv-radio share of overall billing: 75%.*

Mogul made no drastic strides forward in billing increase, but continued to fatten on accounts already in the shop. Although the biggest setback was the mid-summer loss of Monarch Wine Co. (Manischewitz) to Lawrence C. Gumbinner, it continued to prosper on Revlon. With approximately $3 million worth of Revlon, Mogul introduced Top Brass (men's line) on the West Coast and gained Aqua-marine as a new Revlon product; it also shared on commercial commissions on both CBS-TV "Ques-

Fly United nonstop New York to Los Angeles and San Francisco...on

RADAR-EQUIPPED DC-7 CUSTOM COACH

This is no ordinary coach service. Six-mile-a-minute flights on the nation's fastest airliner. Hot meals included in the fare. Reserved seats—spaced so 6-footers can stretch in comfort. Semi-private compartment that's ideal for families or groups traveling together. Yet the fare is only $102 plus tax, coast to coast. With this important extra: you enjoy the smooth on-time reliability of Mainliners® equipped with radar. For reservations or information, call United or your authorized travel agent.

FLY UNITED—THE RADAR LINE

UNITED AIR LINES

tion" quiz programs but lost out on Revlon's proposed ABC-TV *Guy Mitchell Show* on which it was to have been the agency of record. Mogul was assured several new Revlon products, some still being tested. Mogul gained some new broadcast accounts, Dr. Pierce's Proprietaries, Barracini candies and Bakers Franchise (Lite Diet Bread). Ronzoni went in for syndicated tv film properties, Rayco enlarged its spot buys and Knomark Mfg. Co. (Esquire) returned to NBC-TV on the *Perry Como Show*. Park & Tilford bought into the network's *Queen for a Day*. P&T expanded into toiletries but assigned the new products to Grant Adv. because of possible product conflict with Revlon at Mogul.

DONAHUE & COE: *Combined tv-radio billing $7.7 million; $5.9 million in television (all spot); $1.8 million in radio (all spot); tv-radio share of overall billing: 25%.*

Making its debut among the top 50 agencies for first time with a total tv-radio billing of $7.7 million, Donahue & Co. gained several new accounts during the year. Among them: $2 million worth of B. T. Babbitt Co. billing (Bab-O, Acme, Am-O, Cameo copper cleaner) from Dancer-Fitzgerald-Sample and Cohen & Aleshire, Pearson Pharmacal Co.'s Eye-Gene from Al Paul Lefton Co. and Chemway Corp.'s Lady Esther face creams and powders from D-F-S, Chicago. (D&C already serviced Chemway's Dunbar Labs and Pearson's Ennds and Sakrin when the new products were assigned.) No D&C advertiser spent money in network, but spot activity was considerable; it included Corn Products Refining Co.'s Bosco, which hit the western trail in 57 markets with CBS Tv Film Sales' *Annie Oakley;* CPRC's Kasco dog food, spot announcements; E. F. Drew & Co.'s Tri-Nut margarine, tv spot; Loew's Inc. and Columbia Pictures Corp., radio-tv spot; Scholl Mfg. Co., radio spot, and Scripto Inc., tv spot.

MACMANUS, JOHN & ADAMS: *Combined tv-radio billing $7.7 million; $5.6 million in television ($3.8 million in network, $1.8 million in spot); $2.1 million in radio ($0.7 million in network, $1.4 million in spot); tv-radio share of overall billing: 19%.*

Counting a $0.7 million gain over 1956 tv-radio billing, MJ&A this year placed more radio business, primarily for Pontiac; Dow Chemical Co. (Saran Wrap), and the "New York accounts," such as S. B. Thomas bread, Medaglia d'Oro coffee, Good Humor Corp. and White Rock Corp. MJ&A inherited from Kudner Agency $5.5 million worth of General Motors institutional tv billing for *Wide Wide World* (NBC-TV). Other network advertisers: Minnesota Mining & Mfg. Co. (new Scotchard stain repellent), using eight NBC-TV daytime shows next month for Christmas promotion; Pontiac Motors Div. of GM re-entered network tv with "specials" such as this week's "Annie Get Your Gun" and radio sports coverage; Noxzema in *Perry Como Show* as well as NBC Radio's *Red Foley Show;* Dow Chemical Co., in CBS-TV's *Garry Moore Show,* and Cadillac Motor Car Div., GM, which stepped up its radio network schedule. Big spot buyers: Good Humor, S. S. Kresge, Squirt Bottling Co., Minnesota Mining, White Rock and Pontiac.

BIG NIGHT

The Television Bureau of Advertising last week announced that a TvB-Nielsen cumulative report covering the evening of Oct. 13 (Sunday) showed that between 6:30-10:30 p.m. on that date, 85% of all tv homes in the U. S. had their tv sets on. The report stated that these 34.8 million homes spent more than two hours and 47 minutes watching tv during the four-hour period. TvB sent a message to sponsors, advertising agencies and networks involved in the programming, hailing "one of television's greatest entertainment nights."

KEYES, MADDEN & JONES: *Combined tv-radio billing $7.4 million; $6.6 million in television ($4.5 million in network tv, $2.1 million in spot); $0.8 million in radio (all spot); tv-radio share of overall billing: 49%.*

Known until early fall as Russel M. Seeds Co., KM&J was formed by International Latex and former NBC executive Ed Madden, Grant Adv.'s Howard Jones and Seeds President Freeman Keyes. The Seeds account structure was retained intact, except for the loss earlier in the year of the Lanolin Plus account to Kastor, Farrell, Chesley & Clifford. It gained several small broadcast accounts from Joseph Katz Co., New York-Baltimore, along with that agency's Vice President-General Manager David Hale Halpern. W. A. Sheaffer Pen Co. this fall signed for the *Lucy* re-runs on CBS-TV, and Brown & Wiliamson Tobacco Co., in addition to spot, bought participations for Raleigh cigarettes on NBC-TV's *It Could Be You* and *Queen for a Day*. Spot buyers included Pinex Co. and Tastee-Freez Corp. of America.

GORDON BEST: *Combined tv-radio billing $7.3 million; $6 million in tv ($3.5 million in network, $2.5 million in spot); $1.3 million in radio ($0.8 million in network, $0.5 million in spot); tv-radio share of overall billing: 60%.*

This is the first year Gordon Best has appeared among the top 50 agencies. New accounts include Comstock Foods, Lentheric Lines, Curtis Pharmacal and Mystic Foam and Mystic Clean. The agency's network shows include *Dick and the Duchess* on NBC-TV for Helene Curtis and special events for Maybelline on both NBC-TV and CBS-TV.

GUILD, BASCOM & BONFIGLI: *Combined tv-radio billing $6.9 million; $5.3 million in television ($3.8 million in network, $1.5 million in spot), $1.6 million in radio ($0.4 million in network, $1.2 million in spot); tv-radio share of overall billing: 70%.*

GB&B pushed into recognition with an imposing roster of acquisitions. New products include: Breast O' Chicken tuna, Best Foods' Nucoa, Heidelberg beer, Mary Ellen's jams and jelly and Max Factor cosmetics. The agency gave up one regional account, Regal Pale beer. The firm places *You Asked for It* for Best Foods and *Bold Journey* for Skippy peanut butter, both on ABC-TV. In addition GB&B has placed spot campaigns for Nucoa and Breast O' Chicken tuna, among others.

COHEN & ALESHIRE: *Combined tv-radio billing $6.6 million; $5.1 million in television ($0.5 million in network, $4.6 million in spot); $1.5 million in radio ($0.5 million in network, $1 million in spot); tv-radio share of overall billing: 80%.*

During the year, C&A lost Babbitt Co. and Doeskin Products accounts but picked up Dormin Inc. and Edro Products, among others, while handling a new Grove Labs product—4-Way liquid. The agency during the year changed its name from Harry B. Cohen Adv. to Cohen & Aleshire Inc. and also gained $1.1 million over last year. Grove Labs is the primary network sponsor at C&A, although it also is heavy in spot. Among shows: CBS Radio's "Impact" package and NBC Radio's *Monitor,* in tv, *Panorama Pacific* on CBS-TV and *Today* on NBC-TV.

DOYLE DANE BERNBACH: *Combined tv-radio billing $6.5 million; $6.1 million in television ($3.9 million in network, $2.2 million in spot); $0.4 million in radio (all spot); tv-radio share of overall billing: 32%.*

DDB enters the ranks of top broadcast agencies for the first time this year with several network placements. Chemstrand Corp. made its first network buys with NBC-TV's *Sally* and segments of that network's *Steve Allen Show;* Polaroid Land cameras continued participations in NBC-TV's *Tonight* and Max Factor of Hollywood dropped co-sponsorship of NBC-TV's *Panic* and continued on Polly Bergen and Dean Martin programs.

E. & J. Gallo Winery, heretofore spot tv only, entered tv film syndication sponsorship nationally. Dreyfus & Co. made its tv debut as an investment banking house. This past summer DDB picked up the Glim portion of the B. T. Babbitt account, began heavy radio spot and presently plans tv spot.

DDB also picked up American Export Lines from Cunningham & Walsh, retaining it on local radio and entering AEL in local tv via WBAL-TV Baltimore and WTTG (TV) Washington. McCall Corp. began using more spot radio. Among other spot radio users: A. Goodman & Sons, Barton's, Henry S. Levy Sons and Fairmont Foods; tv spot: Venus Pen & Pencil and Gallo.

OGILVY, BENSON & MATHER: *Combined tv-radio billing $6.4 million; $4 million in television ($2.1 million in spot, $1.9 million in network); $2.4 million in radio (all spot); tv-radio share of overall billing: 38%.*

OB&M experienced a "growth year" in 1956 as more of its advertisers expanded broadcast use and as Philip Morris' new menthol Spud cigarettes and Lever Bros. Co.'s Dove soap made their debuts. Network-wise, ODM shared billboard space and commissions for Lever on CBS-TV's *Art Linkletter's House Party* (Good Luck

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

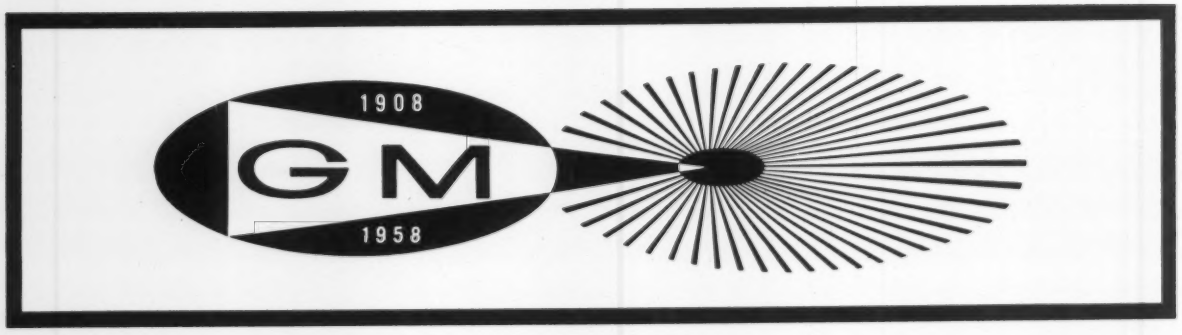
delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

They serve this amazingly rich inland market which contains 4 of the top 5 counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion dollars. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative



the symbol of

"The Best Show of the Season"

Marie Torre, N. Y. Herald Tribune

Over 50,000,000 Americans saw the General Motors 50th Anniversary Show on NBC Television on Sunday night, November 17. It averaged a 54.1 share of audience—more viewers than watched all other networks and local stations *combined*.

Jack Gould, The New York Times, wrote: ". . . rewardingly experimental in approach . . . artistic television of a high order . . . enormous style and imagination . . . followed no usual or conventional pattern . . . It was a long forward step in creative musical work on television."

Paul Molloy, Chicago Sun-Times, called it ". . . a spectacular blend of entertainment and thought . . . clacking off sparks of emotion like the belly of a braking train."

Jack O'Brian, N. Y. Journal-American, wrote: "There could hardly be a bigger show this season."

Helm, Daily Variety, wrote: "It had that golden glow from stem to stern . . . RCA color had the magnificence of a rainbow."

Herschell Hart, Detroit News, said: "It was worthy of the sponsor's half-century celebration."

John Crosby, N. Y. Herald Tribune, stated: "I know of no other medium except television . . . that would have done anything as unusual as the General Motors Show."

The General Motors 50th Anniversary Show was an NBC Television production, written by Helen Deutsch and produced by Jess Oppenheimer. It takes its place with other great shows already seen on NBC this season—for example, Green Pastures, On Borrowed Time and Pinocchio. It is also a measure of others yet to come—Van Johnson in The Pied Piper of Hamelin; Mary Martin in Annie Get Your Gun, co-starring John Raitt; Maurice Evans in Twelfth Night; and the Shirley Temple Story Book series.

For the exciting and original, look to . . . NBC TELEVISION

Margarine), *Sir Lancelot, Private Secretary* re-runs and that program's fall substitution, *The Eve Arden Show*.

For Armstrong Cork Co.'s ceilings, OB&M sat in every third week on CBS-TV's *Armstrong Circle Theatre*. It resigned spot user Diamond Crystal salt this summer, but expanded radio spot lineups (regionally) for Pepperidge Farm bread and Tetley tea. Nationally, Thom McAn shoes went after teenagers with d.j. shows and Schweppes USA Ltd. enlarged both tv-radio spot campaigns in major markets.

WARWICK & LEGLER: *combined tv-radio billing $6.2 million; $3.7 million in television ($3 million in network, $0.7 million in spot); $2.5 million in radio ($2.3 million in network, $0.2 million in spot); tv-radio share of overall billing: 40%.*

W&L closed out the year with more or less the same billing as in 1956, its gains for 1957 registering on par with its calendar-year losses. While it gained in excess of $5 million worth of Revlon business this fall from BBDO, only a very small part of the billing will show up this year; it lost $5 million worth of Schick Inc. business in mid-year, but only about half of Schick billing was registered up to the time this account left for Benton & Bowles. With Revlon, it now is agency of record on both CBS-TV "$64,000" quizzes and partakes in C. J. La Roche's *Walter Winchell File* (ABC-TV). It lost $200,000 worth of George W. Luft Co. (Tangee lipstick) business to Calkins & Holden but gained an additional $1 million Seagram business (non-broadcast). Ex-Lax expanded its use of radio and Jacob Ruppert Brewery—perhaps for the last time—sponsored simulcasts of the New York baseball home games of the Giants.

D. P. BROTHER: *Combined tv-radio billing $6.2 million; $6 million in television ($5.5 million in network, $0.5 million in spot); $0.2 million in radio (all spot); tv-radio share of overall billing: 21%.*

D. P. Brother shows up in the top 50 agencies for the first time this year with a combined tv-radio billing of $6.2 million. Network activity for its clients included: A. C. Sparkplug's *Wide Wide World* on NBC-TV and Oldsmobile's NBC-TV *Color Carnival*, two political conventions on NBC-TV and Sugarbowl football coverage on ABC-TV.

EARLE LUDGIN: *Combined tv-radio billing $6 million; $5 million in television ($3 million in network, $2 million in spot); $1 million in radio (all spot); tv-radio share of overall billing: 46%.*

Earle Ludgin dropped $1 million in combined tv-radio billing under last year's figure. The agency lost Helene Curtis to Gordon Best, Edward H. Weiss and McCann-Erickson and gained Tidy House products from McCann-Erickson. Ludgin had portions of *Dick and the Duchess* and *What's My Line?* for Helene Curtis, both on CBS-TV, for a portion of the year.

GEYER ADV.: *Combined tv-radio billing $5.5 million; $4 million in television ($3 million in network, $1 million in spot); $1.5 million in radio ($0.5 million in network, $1 million in spot); tv-radio share of overall billing: 30%.*

Geyer dropped $2.5 million under its previous year's total. With the cancellation of ABC-TV's *Disneyland* this summer, American Motors Corp. began pouring more allocations into network radio but did not compensate for its previous tv expenditures. American Home Products Corp. (Boyle-Midway and American Home Foods Divs.) picked up some network showcasing with CBS-TV's *Have Gun, Will Travel*, NBC-TV's *Tic Tac Dough* and some daytime serials. It resigned Paul Masson vineyards (an occasional broadcast user) and gained Doyle Packing Co. (New Jersey) which it promptly placed in spot throughout the East.

FITZGERALD ADV.: *Combined tv-radio billing $5.3 million; $4.8 million in television ($2.8 million in network, $2 million in spot); $0.5 million in radio (all spot); tv-radio share of overall billing: 35%.*

Fitzgerald Adv. appears among the first 50 agencies for the first time with a combined $5.3 million in television and radio. The agency had Wesson Oil on *Caesar's Hour* on NBC-TV for the first part of the year. Fitzgerald also placed the following accounts in tv and radio spots: Jackson Brewing Co., Snowdrift Div. of Wesson Oil, Louisiana State Rice, Blue Plate Foods, Louisiana Coca-Cola, Pioneer Flour Mills and Austex.

RAYMOND SPECTOR: *Broadcast billing $5 million, all in television ($4.7 million in network, $0.3 million in spot); tv share of overall billing: 95%.*

Spector, agency for Hazel Bishop, this year dropped $0.6 million under its 1956 billing. The cosmetic firm was represented over the year on *M Squad, Jane Wyman Show* and *Ted Mack Amateur Hour*, all on NBC-TV. **END**

BALTIMORE 6% TAX TO FACE COURT TEST

- **Media bill: $2.6 million**
- **Taxes effective Jan. 1, 1958**

Baltimore's brand new advertising taxes—though pared from 9½% to 6% in a last-minute strategy that insured city council approval—will still put a $2,653,000 monkey on the back of local media. That's the estimated annual return from the twin levies as contained in the city budget approved last Thursday.

The modified tax proposals were passed 14-6 (on the 4% sales tax of gross advertising receipts) and 14-5 (on the 2% levy on gross of all local advertising media) and were promptly signed Nov. 15 by Mayor Thomas D'Alesandro [AT DEADLINE, Nov. 18].

But, as promised all along by the many opponents of the measures, the legality of the "discriminatory" taxes is slated for a court test. Within hours of the enactment, the A. S. Abell Co., publisher of the Baltimore *Sunpapers* (WMAR-TV), declared it would contest "the validity of the ordinances in the courts to the fullest extent."

The exact nature of the legal counter-attack, which would include a plea for injunctive relief, was being worked out late Friday by attorneys of various medical companies involved (see AT DEADLINE).

William F. Schmick Sr., president of A. S. Abell Co., said: "We are convinced that the advertising tax ordinances are discriminatory and are a direct violation of the freedom of press guaranteed by the United States Constitution."

The 4% sales tax is detailed in Ordinance 1693 which becomes a part of the Baltimore City Code and, insofar as radio-tv is concerned, specifies that the levy be made upon the gross sale price of:

"Each and every sale of time on or in connection with any intrastate radio or television broadcast originating from the City of Baltimore and directed to persons in the State of Maryland, which time is used for or in connection with advertising and advertising purposes."

Exempted are non-profit religious, scientific, educational and like organizations.

The tax, effective Jan. 1, 1958, is payable by "every vendor" on the 25th of the month next succeeding the month in which the taxable space or time is sold.

The companion Ordinance 1694 also becomes part of the city code and states the application of the 2% levy on advertising media, including radio-tv, in almost identical language. Those subject to this tax must file quarterly on or before the 15th of April, July, October and January.

An additional bookkeeping headache looms under both ordinances which spell out that "complete and accurate records" with invoices, billing data and other documents "as are necessary to determine the amount of the tax" are to be maintained.

The Advertising Federation of America blasted the new Baltimore taxes. AFA Chairman Robert M. Feemster, declared:

"Anything that tends to discourage advertising can kill all kinds of jobs in all kinds of fields. It can deprive the public of the benefits derived from mass production—the basis of our nation's prosperous economy. The fact that we have the highest standard of living in the world didn't just happen accidentally. It is the result of mass buying caused through advertising. Advertising is by far the greatest force in mass selling, which alone permits mass production and full employment."

Apparently undaunted by the fact that he had motormanned through a tax that hit all Baltimore media and antagonized others outside the city, Mayor D'Alesandro Nov. 15 put himself squarely on the record as seeking the Democratic nomination for governor next year with the flat statement: "I am going to run."

TAKE THE BIG STEP TO BIGGER SALES

in the nation's 5th market

WJBK-TV

CHANNEL 2 DETROIT

Buy The Station That Saturates Where Buying Power Concentrates

WJBK-TV puts you right in the picture in 1,700,000 TV homes in Metropolitan Detroit and southeastern Michigan, including heavily populated Flint and Port Huron.

There's 9 billion dollars of buying power concentrated in this rich market, and Detroit's Channel 2 is No. 1 with viewers in the entire area, according to both ARB and Pulse.

MAXIMUM POWER
100,000 watts, 1,057-ft. tower

COMPLETE FACILITIES FOR LOCAL AND NETWORK PROGRAMMING IN FULL COLOR

TOP CBS AND LOCAL PROGRAMS

Represented by
THE KATZ AGENCY, INC.

A STORER STATION

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

RADIO-TV GET BIG AAAA PLAY

- **Two-day conference points up media's forcefulness**
- **Hypothetical campaign leans heavily on broadcasting**

Radio and television commercials got a big play at the American Assn. of Advertising Agencies' annual eastern regional conference in New York last week.

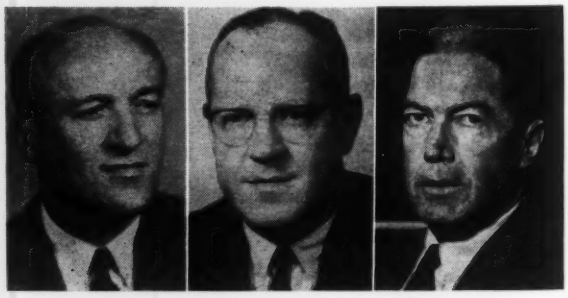
They got a heavy share of the "allocations" in a "campaign" for a hypothetical cigarette, and techniques in their production were the subject of an afternoon-long workshop session.

The forcefulness of radio and television as sales tools also was pointed up in other sessions of the two-day conference, held last Tuesday and Wednesday with an estimated total attendance of 2,500.

Three agency executives, asked to plan media strategy for a hypothetical cigarette, came up with campaign plans that relied strongly on the broadcast media.

Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh, gave tv and radio a little more than half of the load to bear in a 17-week introductory period and slightly less than that for the rest of the campaign. Robert H. Boulware, associate media director of Bryan Houston Inc., put primary emphasis on radio and television—especially tv—as did G. Maxwell Ule, senior vice president of Kenyon & Eckhardt.

Out of a $7 million "budget," Mr. McEvoy allocated $595,268 to spot television, $437,000 to spot radio, $672,270 to outdoor and $329,373 to newspapers for the introductory period and $762,265 to network radio, $595,268 again to spot tv and $1,829,079 to magazines for the rest of the year, leaving $1,779,035 to take care of rate increases, production, etc.



MR. ULE MR. BOULWARE MR. McEVOY

PLANS BOARD FOR CIGARETTE 'X'

Mr. Boulware allocated $4,331,353 for spot television, $525,018 for network radio, $125,000 for commercials production and $2,064,236 for Sunday newspaper supplements. Mr. Ule depended heavily on both radio and television, making network tv the major medium (44%).

Television tape recording as a medium for commercials was pointed up by Ross H. Snyder, manager of the special products division of Ampex Corp. which is slated to begin delivery of commercial models of its videotape recorders this month. He said the tapes will be "interchangeable"—that is, those recorded on one machine may be played on another—and can be spliced or edited. In addition, he noted, color conversion kits "positively will be made available."

Mr. Snyder said that "more than one purchaser of the equipment is planning to produce commercial material on an independent basis, away from the facilities of the broadcasting stations which will use it, well in advance of release, and to make copies available for release at selected times on stations or networks which have videotape recorders for their reproduction."

He estimated the cost of videotape operation at $6.90 an hour for recording or replay.

A tv critic's opinion of commercials—not good—was developed in an interview by Mike Wallace, of ABC-TV's *Mike Wallace Interviews*, with Marie Torre, tv-radio columnist of the *New York Herald Tribune*. Miss Torre said she didn't review commercials because most of them, in her opinion, "don't warrant criticism."

The audience of 250-300 agency executives split approximately half and half when Mr. Wallace polled them on whether tv-radio critics should carry "perhaps a little box" criticizing commercials.

Radio commercials—and especially the quality of those being turned out by agencies throughout the U. S.—were appraised by Kevin B. Sweeney, president of the Radio Advertising Bureau.

"Without any question," he said, "advertising agencies in Milwaukee, Los Angeles, Washington and several other cities are now producing some of the very best jingles done in this country. And what is even more important, stations in cities of 10,000, 50,000 or even 30,000 are producing with the aid of jingle specialists and their own local creative talent radio sales messages that have a professional sheen very near that of commercials produced by the great commission houses in this neighborhood."

Mr. Sweeney said commercials for radio, "the only non-visual advertising medium," must have a different approach, and he predicted that "ultimately the more specialized and sophisticated agencies will have a sub-department that does nothing but write or edit for the ear alone."

Use of the "seven lively arts" as a base for the presentation of commercials was urged by Howard J. Doyle, tv-radio copy chief of Cunningham & Walsh.

"It's easy to restrict ourselves to the use of animation—the art of drawing—or live action—the art of drama. But let's remember that as creative people, the job of improving the standards and widening the landscapes of commercial television falls directly to us."

To show how the arts may be employed effectively, Mr. Doyle cited a Stopette commercial using the dance to "sell"; Aluminum Co. of America's commercial employing architecture; Eveready Flashlight's use of poetry; Schweppes quinine water's use of drama; Folger coffee's use of sculpture; Schaefer beer's use of music, and Chase Manhattan Bank's and General Motor's use of art.

In the account management workshop, meanwhile, James N. Harvey, McCann-Erickson tv creative group head, asserted that "there is no excuse for an advertising man to plead ignorance of television technique." Too often, he said, "management fails to assign responsibility for the total job of building a commercial to a qualified creative man."

He said "the need for this man" should be impressed upon agency management. Then, "once you get him, work with him closely. Give him the full story—a detailed outline of your commercial objectives. Be sure to tell him what you want to achieve, not how to achieve it. Third, give him his head. Be sure he has the authority and responsibility needed. Of course he'll check with you each step of the way. But let him do the job."

AFTRA Meets With Ad Agencies To Discuss Strike at WCKY

American Federation of Television & Radio Artists held a closed-session meeting last Wednesday with executives of about a dozen New York advertising agencies for a discussion of the AFTRA strike at WCKY Cincinnati [PERSONNEL RELATIONS, Nov. 18].

Donald Conaway, executive director of AFTRA, later said the meeting was "very pleasant" but declined to give details. It is known that for the past month AFTRA has sent memoranda to agencies on the strike and has suggested that commercials for their clients be taken off the air. It is reported that Mr. Conaway invited agency representatives to the meeting so that he might make a similar presentation of a more persuasive nature to the agency executives personally.

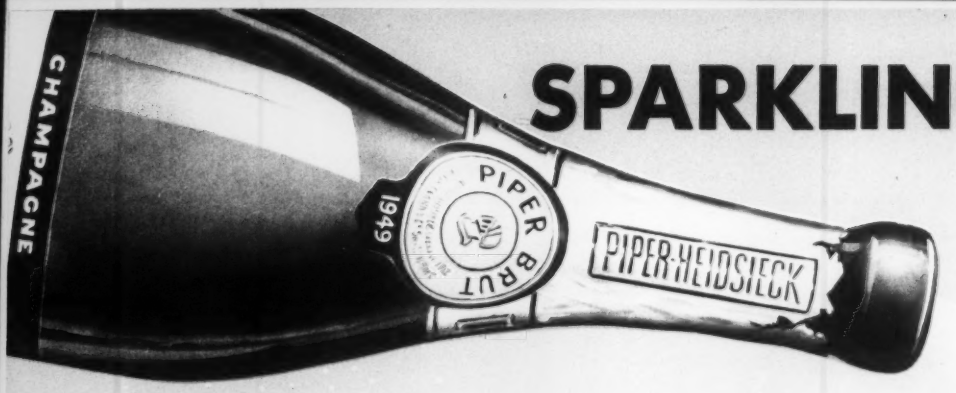
Seven announcers, members of AFTRA, have been on strike at WCKY since Aug. 28. The dispute originated largely over a demand by the announcers for an increase in wages.

R. J. Reynolds Reshuffles

An executive shuffle at R. J. Reynolds Tobacco Co., Winston-Salem, N. C., described by a spokesman as a move to "strengthen" the company's organization, was announced last week. In the changes, E. A. Darr, 67, president of Reynolds since 1952, was elected to a new post of vice chairman; Bowman Gray, 50, executive vice president since 1955, was elected to succeed Mr. Darr and H. H. Ramm, general counsel since 1955, was elevated to a vice presidency. Mr. Darr reportedly will continue to be active in company affairs.

Launching a bubbling new package of 58 great feature films for '58...

NTA's "Champagne Package"



SPARKLING RATINGS A

...from NTA's Im

REBECCA
Laurence Olivier, Joan Fontaine

Winner of 2 Academy Awards and 5 nominations

HIGH NOON
Gary Cooper, Grace Kelly

Winner of 2 Academy Awards and 5 nominations

THE THIRD MAN
Joseph Cotten, Orson Welles

Winner of 3 Academy Award nominations

TO THE SHORES OF TRIPOLI
John Payne, Randolph Scott

Winner of Academy Award nomination and ★★★½★—New York Daily News

CLAUDIA AND DAVID
Robert Young, Dorothy McGuire
★★★½★—*New York Daily News*

THE SHOCKING MISS PILGRIM
Betty Grable, Dick Haymes
★★★½★—*New York Daily News*

S AND SALES WILL POUR IN

's Impressive New "Champagne Package"

THE BELLS OF ST. MARY'S
Ingrid Bergman, Bing Crosby

Winner of 1 Academy Award and 7 nominations

SPELLBOUND
Cary Grant, Ingrid Bergman

Winner of 1 Academy Award and 5 nominations

THE EVE OF ST. MARK
Vincent Price, Anne Baxter
★★★½★—*New York Daily News*

MY FRIEND FLICKA
Roddy McDowell, Rita Johnson
★★★½★—*New York Daily News*

ON A SILVER PLATTER

are these 10 plus 48 other masterpieces
from the choice collection of . . .

20th Century-Fox

David O. Selznick Stanley Kramer

A MAGNIFICENT MAGNUM

of *profits* for you in NTA's sterling new "Champagne Package"

POP will go very large rewards for *you* from NTA's rare new "Champagne Package."

A glorious case of 58 feature films that are sure to produce lively ratings and effervescent sales when they're shown on *your* TV station.

How can you miss — with these magnificent feature films from the prize vineyards of 20th Century-Fox, David O. Selznick, Stanley Kramer, and other fermenters of choice entertainment?

So remove the cork from NTA's important new "Champagne Package" *now*. It's such a good year — 1958 — when you can fill it with these 58 distinguished masterpieces. Wine-steward, champagne for all, please!

Toast, wire, phone, or write:

NTA

NATIONAL TELEFILM ASSOCIATES, INC.

60 West 55th Street, New York 19, N. Y., PLaza 7-2100

After January 1st, 1958 — new address: 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300

French Ad Agency, Publicis, Planning New York Office

European advertisers and U. S. markets last week drew closer to one another as Publicis, said to be France's largest advertising agency, announced plans to open a New York office as Publicis Corp.

The agency's founder and president, Marcel Bleustein-Blanchet, arrived in New York last week to lay the groundwork. He explained Publicis Corp. does not wish to compete with U. S. agencies "on their home grounds," but rather, strive to introduce special European clients to U. S. agencies which will be best able to service their products. It also will encourage U. S. agencies lacking European offices to work through Publicis and its European Common Market affiliates.

Publicis Corp.'s president-to-be is Bernard Musnik, most recently with Ziv Television Programs Inc. Mr. Musnik, a former correspondent for Radio-Cite, France's prominent pre-war commercial station, has had 17 years background in broadcasting, working with Crosley Broadcasting's international station, WLWO, and later becoming vice president in charge of Crosley's eastern division.

MR. MUSNIK

U. S. advertisers presently using the services of Publicis (France) include Colgate-Palmolive Co., Singer sewing machines, Shell Oil, Chemstand Corp., and Frigidaire, a division of General Motors.

Beneficial Management Quits Reach, McClinton for Lefton

Beneficial Management Corp., Morristown, N. J., a spot radio user, switches its agency from Reach, McClinton & Co., New York, to Al Paul Lefton Co., New York, effective Jan. 1.

The move of the account represents a loss of $2-2.5 million billings for Reach, McClinton, which will be billing $14 million this year.

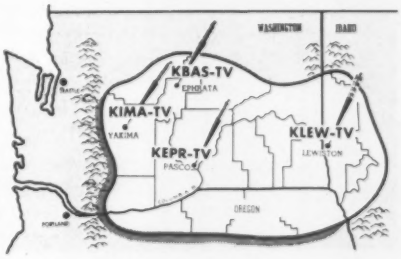
Beneficial is affiliated with Beneficial Finance Co., operating more than 1,000 finance and loan offices in the U. S. and other countries. According to Charles Dallas Reach, the agency's chairman, Reach, McClinton was "fired," while Beneficial noted that it felt it wanted to change agencies (the firm was associated with the agency for the past 11 years). Only a week before, Harold H. Black, senior vice president, a member of Reach, McClinton's board and executive committee as well as supervisor on the Beneficial account for 10 years, had resigned from the agency.

MBS Appoints Weiss & Geller

MBS has announced the appointment of Weiss & Geller, N. Y., to handle its advertising and "will embark upon an aggressive advertising and promotion program on both the trade and consumer levels."

Just a darn minute, Smidley.

The old gang at the frat'll have to wait till I see that Cascade order. Drat it, Smid, can't you shake those 1925 buying habits? This Cascade's important—one of the nation's top 75 markets. Think of it, exclusive television coverage in a market of over half a million with over a billion to spend. We can't overlook that and, by George, we won't!



CASCADE
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

an apple for the sponsor, too!

Miss Sally's *Romper Room*, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.

real lively daytime programming

wmal-tv | abc

maximum power on channel 7 WASHINGTON, D.C.

AN *EVENING STAR* STATION | *Represented by H-R Television, Inc.*

ABC-TV GOAL: EVENING LEAD BY APRIL

Affiliates meet told emphasis is now on network's programming

ABC-TV's goal is nighttime tv audience leadership by next April.

That objective was laid out before the network's primary affiliates at an all-day meeting in Chicago Wednesday, along with a progress report on programming and other areas since ABC-TV set its competitive sights on CBS-TV and NBC-TV last year.

Station managers and promotion representatives generally expressed satisfaction with ABC-TV's future program plans, to be effectuated immediately.

Where ABC-TV acknowledged a station clearance problem as a major—if not the No. 1 headache—in 1956, management heads frankly emphasized programming last week as the top subject on the network's agenda, partly because of NBC-TV and CBS-TV claims. The consensus of the top-level contingent is that ABC-TV has made good progress in the intervening year and expects to improve its competitive position still more at the dawn of an era that presages fewer "run-away" ratings for individual program series. ABC-TV, particularly, claims to have shown substantial improvement in markets where it competes head-on with the other networks.

At the same time it's conceded that, while the network has not resolved all its station clearance problems, the issue is less pressing than it has been in previous years.

Underlying the harmonious sessions was the feeling—if not the actual confirmation this past week—that ABC-TV's executive reins momentarily will be more definitively thrust into the hands of Oliver Treyz, ABC-TV vice president in charge of television, and James T. Aubrey Jr., vice president in charge of programming and talent. Speculation that Messrs. Treyz and Aubrey would be elected president and executive vice president, respectively, of ABC-TV was a subject of constant corridor talk Wednesday, though the American Broadcasting-Paramount Theatres Inc. board took no formal action at its meeting Monday. Indeed, some affiliates expected a dramatic announcement during the Chicago sessions.

The ABC-TV management team addressed more than 80 managers and also promotion executives of the network's nearly 100 primary affiliate stations, plus managers from a handful of secondary ABC-TV affiliates (those with basic CBS-TV or NBC-TV contracts), at an all-day meeting in Chicago's Sheraton-Blackstone Hotel.

It seemed evident from the closed morning session that ABC-TV still regards programming as its No. 1 problem, despite ratings gains on NBC-TV and CBS-TV since 1956, with one or two sore spots in the network schedule.

Mr. Treyz sounded the keynote, reminding affiliates the network has committed over $60 million in programming for the 1957-58 season. By April 1958, he asserted, ABC-TV hopes to be "the leader in nighttime audiences in the competitive markets throughout the country where we compete directly with the other two networks."

ABC-TV's biggest gains in audience share, Mr. Treyz claimed, have been in live competitive markets where it knocks heads with CBS-TV and NBC-TV. Since November last year, he asserted, ABC-TV's share of homes reached in average evening hours has achieved a 45% increase.

"This translates to two million more American homes now viewing ABC programs than last year at this time," Mr. Treyz reported.

Affiliates were apprised of this progress of the past year, future programming plans and, specifically, of proposed jockeying of some present series around to better compete with NBC-TV and CBS-TV.

It's understood some of the program changes contemplated are these:

• The format of the Frank Sinatra show is being overhauled in view of frankly disappointing ratings, with the Sinatra series going live Nov. 29 (Fri., 9-9:30 p.m. EST). The plan is to televise one live program in December and go entirely live after Jan. 1, 1958, by which time Mr. Sinatra hopes to complete present motion picture commitments.

CHAIRMAN *of the ABC-TV Affiliates Board Fred Houwink of WMAL-TV Washington (l), is filled in on the network programming picture by Oliver Treyz, vice president of ABC-TV.*

The Patrice Munsel show, now slotted before Sinatra (8:30-9 p.m. EST), would be shifted to the post-Sinatra segment (9:30-10 p.m. EST), concurrent with the dropping of *Date With the Angels*.

• The across-the-board *American Bandstand*, a popular teenage show, is due to be moved into the slot (Sat., 8-9 p.m. EST) opposite NBC-TV's *Perry Como Show*, replacing *Country Music Jubilee* and also competing with equal half-hour segments of CBS-TV's *Perry Mason Show* and *Dick and the Duchess* (both reported to be under consideration for cancellation after the present 13-week cycle).

• The filmed 30-minute maritime adventure series, *Harbourmaster*, moves from CBS-TV to ABC-TV Jan. 5, replacing *Bowling Stars* (Sun., 8:30-9 p.m. EST) and following *Maverick*. The film series will appear under a new undisclosed title, it was reported.

• Mike Wallace, controversial reporter on *Mike Wallace Interview*, is slated to emcee a new dramatic show along the lines of the present *Walter Winchell File*. Plans for perhaps a weekly series featuring Orson Welles and a new daytime Disney property also are on the drawing boards.

The apparent ratings success of the western *Maverick* series was cited by ABC-TV management officials as an example of a good program knocking off top competition—specifically CBS-TV's *Ed Sullivan Show* and NBC-TV's *Steve Allen Show*, along with the former's *Jack Benny Show* on the basis of ratings the past fortnight.

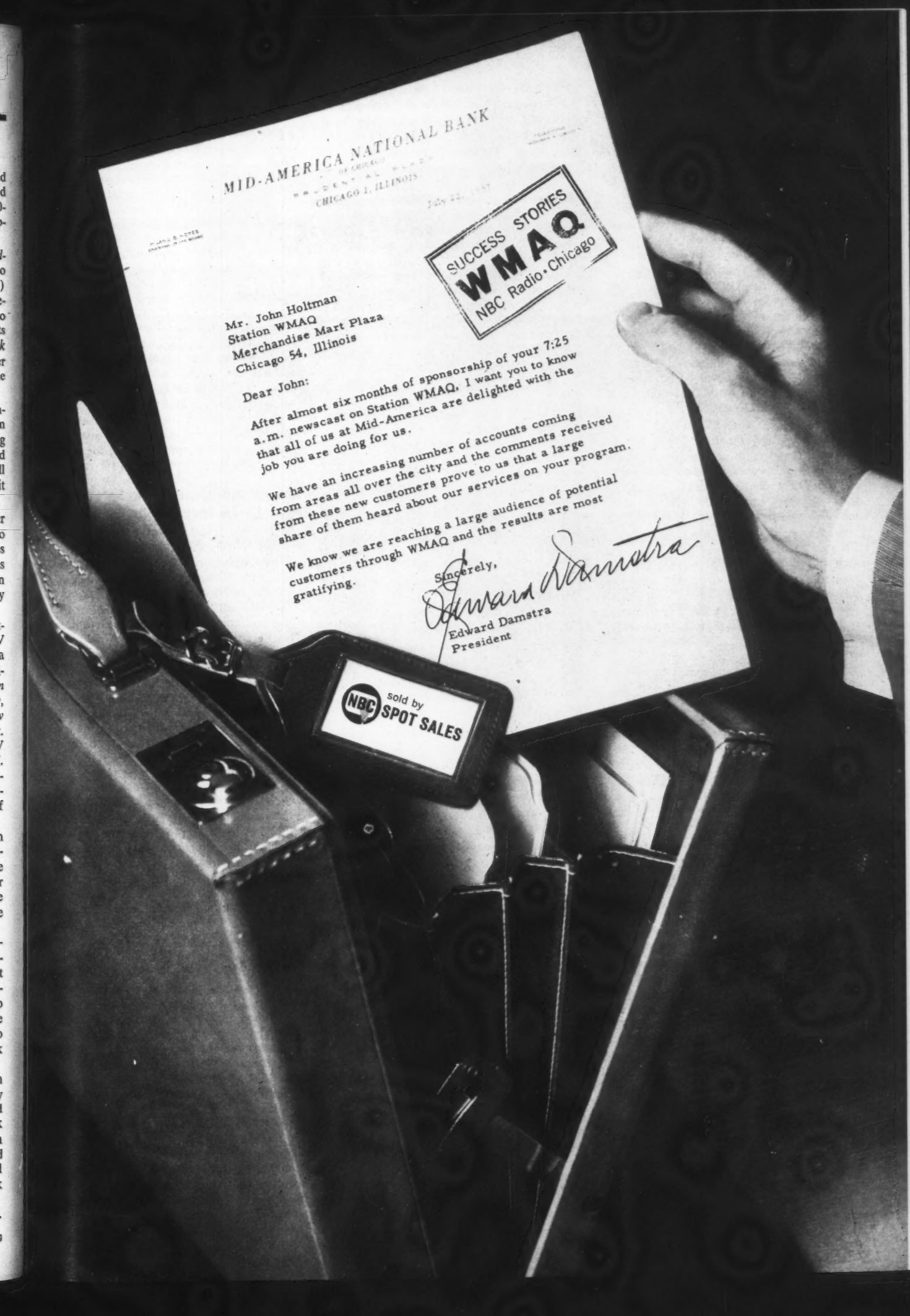
Specifically, station managers of ABC-TV affiliates were commended by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., for "excellent" promotion efforts on behalf of *Maverick*.

Overall, Mr. Goldenson attributed much of ABC-TV's success to excellent cooperation by affiliates and asserted: "We have a great team at ABC-TV and with their enthusiasm and drive, together with the support we can give them, they will make ABC-TV the No. 1 network."

Mr. Goldenson also reviewed the network's facilities expansion plans, particularly its acquisition of properties on West 66th Street adjacent to its headquarters offices in New York City. The network also has completed construction of a theatre within its New York tv center designed to accommodate live audiences for network shows [NETWORKS, Nov. 11, Oct. 14].

ABC-TV's new specific goal, aside from leadership in nighttime viewing in directly competitive markets with NBC-TV and CBS-TV, is to make it "the No. 1 network in 85 out of 100 American television homes," according to Mr. Treyz. He hoped this objective can be achieved by next April (or about the end of the second 13-week cycle in the 1957-58 season).

This timetable, presumably, reflects Mr.


MID-AMERICA NATIONAL BANK
CHICAGO 3, ILLINOIS
SUCCESS STORIES
WMAQ
NBC Radio • Chicago
Mr. John Holtman
Station WMAQ
Merchandise Mart Plaza
Chicago 54, Illinois
Dear John:
After almost six months of sponsorship of your 7:25 a.m. newscast on Station WMAQ, I want you to know that all of us at Mid-America are delighted with the job you are doing for us.
We have an increasing number of accounts coming from areas all over the city and the comments received from these new customers prove to us that a large share of them heard about our services on your program.
We know we are reaching a large audience of potential customers through WMAQ and the results are most gratifying.
Sincerely,
Edward Damstra
Edward Damstra
President
NBC
sold by
SPOT SALES

Treyz' well-known observation that despite early-season ratings claims by NBC-TV [NETWORKS, Sept. 16], "the public is the jury and the 1957-58 jury is still out."

"Our objective also is to distribute the best programs to the most viewers at the least cost to advertisers," Mr. Treyz emphasized. He told affiliates, alluding to the April target date, that "with your help and ABC's continued strong programming and promotion, we can narrow the gap and then eliminate it entirely by next April."

Included with *Maverick* and *American Bandstand* in the ABC-TV program progress report, given by James T. Aubrey Jr., vice president in charge of programming and talent, was the *Walter Winchell File* (Wed., 9:30-10 p.m. EST), produced by Desilu Productions. Affiliates also were assured that *Disneyland* will be beefed up in the coming months with fresh ideas from the shop of Walt Disney.

Attending the ABC-TV affiliates meeting were Desi Arnaz, Desilu Productions; Mr. Winchell, and representatives (including Walt Disney Productions) for such properties as *Disneyland, Maverick* and *Tombstone Territory* and for ABC-TV and American Broadcasting Network (BBDO).

Station managers also were introduced to Thomas W. Moore, new ABC-TV vice president in charge of sales, who solicited their support "by way of your suggestions, your prospects and your criticisms." He added, "I am the greatest beneficiary of today's meeting—I have received a great education." Affiliates were told that ABC-TV saleswise hopes to catch up with NBC-TV and at least close the gap with CBS-TV in succeeding months.

Programming support in terms of advertising, promotion, publicity and exploitation was outlined in the afternoon session by Dean Linger, advertising-promotion director, Michael J. Foster, vice president in charge of press information, and Sig Mesibov, exploitation chief. The meeting was opened by Al Eckman, ABC vice president in charge of station relations.

The network contingent also included Don Coyle, sales development and research vice president, and Don Shaw, station clearances director. ABC-TV executives from the network's various o&o station cities also were in attendance.

The special co-op advertising and promotion program, designed to give stations aid on a par with assistance being given affiliates of CBS-TV and NBC-TV, provided a healthy stimulant to ABC-TV's affiliate delegates. Stations would pay half the cost (along conventional 50-50 co-op lines) and receive basic newspaper mat and other materials in a move to buttress the network's Wednesday and Friday evening program schedules, which overall includes *Disneyland, Tombstone Territory, Adventures of Ozzie & Harriet, Walter Winchell File, Wednesday Night Fights, Rin Tin Tin, Jim Bowie, Patrice Munsel Show* and the *Frank Sinatra Show*.

The ABC-TV Stations Affiliates Assn., headed by Frederick Houwink, WMAL-TV Washington, D. C., met Thursday. Other board members of the affiliates board are Harry Lebrun, WLWA (TV) Atlanta, Ga.; Joseph Hladky, KCRG-TV Cedar Rapids, Iowa; Joseph Drilling, KJEO-TV Fresno, Calif., all officers, and Joseph Bernard, KTVI (TV) St. Louis, Mo.; Donald Davis, KMBC-TV Kansas City; Joseph Herold, KBTV (TV) Denver, Colo.; J. W. McGough, WTVN-TV Columbus, Ohio, and Willard Walbridge, KTRK-TV Houston, Tex.

Some station affiliates reported healthy audience reaction to the network's *American Bandstand* (Mon.-Fri., 3-4:30 p.m.) and others indicated they'd like to carry the full 90 minutes, instead of only part of it as at present.

The ABC-TV affiliates board, meeting Thursday afternoon at the Ambassador East Hotel, discussed several subjects, under Mr. Houwink's chairmanship. It also set another meeting for Miami Beach, Fla., sometime next January—probably Jan. 8-9, to be followed by an all-day meeting Jan. 10 with the ABC management contingent.

MARLOW'S TRAGICALL HISTORY OF DR. BEVIS

Producer Michael Marlow of CBS' *Capitol Cloakroom*—like most public affairs producers—sometimes has a hard time getting a show off the ground. Last Monday it was a matter of getting the star guest back on the ground from a fogbound airplane.

That, however, was only the climactic problem in a day that played the producer false from the start. He had scheduled Dr. Howard L. Bevis, chairman of the President's committee on scientists and engineers, for that night's show. It didn't really set back the network team when, at the last minute, Dr. Bevis had to fly to Columbus, Ohio, for a meeting. This would be a two-city, recorded origination. And it almost was, except that recording, started at 4:30 p.m., had to stop at 4:37, when lines went dead. By the time the hookup was restored, Dr. Bevis had left Columbus to fly back to Washington.

Mr. Marlow arranged to meet him at the airport for a quick trip back to CBS studios that evening. He also hedged against fate by persuading Sen. George D. Aiken (R-Vt.) to stand by that night at the studios. Mr. Marlow stood by at National Airport, as the plane circled over the soup. At 9:30, Sen. Aiken went on the air with CBS newsmen Griffing Bancroft, Bill Downs and George Herman. *Capitol Cloakroom* got off the ground without Dr. Bevis. He was still in the air, flying to Philadelphia to land.

AB-PT Sets 25 Cents Dividend For Common, Preferred Stock

American Broadcasting-Paramount Theatres announced last week that the board of directors has declared dividends of $0.25 per share on the outstanding common stock and $0.25 per share on the outstanding preferred stock of the corporation, payable Dec. 20 to holders of record on Nov. 29, 1957, according to Leonard H. Goldenson, AB-PT president. A year-end extra dividend was not considered at this time last year, Mr. Goldenson said. As reported in October, nine-month earnings were $0.91 a share compared with $1.31 a share in 1956. Present projection for the fourth quarter is lower than last year, he said. ABC-TV earnings are ahead for the quarter but not enough to offset the decline in theatre business as a result of a lack of box office pictures in the fourth quarter and the effect of the flu epidemic on theatre attendance; and the cost necessarily incurred during this quarter in creating a new program structure for American Broadcasting Network, AB-PT reported.

CBS-TV Affiliates Assn. Sets Jan. 13-14 Meeting in D. C.

The CBS Television Affiliates Assn. will hold its fourth general conference Jan. 13-14 in Washington D. C., at the Shoreham Hotel with network executives reporting on activities and future plans.

C. Howard Lane, KOIN-TV Portland, Ore., and chairman of the association and CBS-TV President Merle Jones will open the meeting on the morning of Jan. 13. Talks will follow by CBS-TV's William B. Lodge, vice president of station relations and engineering; Sig Mickelson, CBS Inc. vice president of news and public affairs; CBS-TV's John P. Cowden, operations director of advertising and sales promotion, and Charles J. Oppenheim, director of information services. A banquet will be held that evening in the hotel.

At sessions the next day, CBS-TV speakers will include William H. Hylan, vice president of sales administration and Hubbell Robinson Jr., executive vice president in charge of network programs. A closed session in the morning will be conducted by Mr. Lane, and Edmund C. Bunker, CBS-TV vice president and director of station relations. A panel discussion will conclude the program.

Adman Sues NBC Over Program

Barry Farnol, radio-tv director of Dubin, Feldman & Kahn, Pittsburgh, Pa., advertising agency, and speech instructor at the U. of Pittsburgh, is suing NBC for piracy of a program idea. He has asked the U. S. District Court in Pittsburgh to enjoin NBC from telecasting *What's It For?* (Sat., 10-10:30 p.m. EST), and he seeks $2.5 million in damages.

According to his lawyer, Mr. Farnol in 1952 originated an idea for a panel tv show about new inventions and to be called *What's It For?* He made presentations to agencies and advertisers in New York and Philadelphia without success, it was reported.

Uncle Mike's

CHILDREN'S THEATRE

5:15 to 5:55 pm

Monday through Friday

packed full of everything that CHILDREN love to see !

WBEN-TV's 40 MINUTE HOUR!

Western New York's younger folks find Uncle Mike's CHILDREN'S THEATRE Buffalo's fullest forty-minutes of television. Results prove this to be so.

For the multi-voiced, many faceted Mike Mearian has captured a loyal and large following in his web of whimsy every weekday on Channel 4. Children love his many characterizations; his puppet friends, Buttons, Bows and Monk; and the daily cliff-hanging episode of "Ramar of the Jungle" that Uncle Mike features on every show.

Products that have found this a fertile field to cultivate include chocolate milk fortifiers, breakfast cereals, candies, hobby sets, children's clothes and shoes and desserts. CHILDREN'S THEATRE was recently extended to add more fun for the youngsters. It also adds more spot-time for sponsors who want to win little friends and influence little people.

HARRINGTON, RIGHTER & PARSONS — our national representatives — or our sales department will be happy to fill you in on the facts and figures.

WBEN-TV

CBS IN BUFFALO

YOUR DOLLARS COUNT FOR MORE ON CHANNEL 4

LISTENERS PREFER CBS RADIO—CBS

- **Survey indicates network-owned stations top others**
- **Network cites three different appeals found in radio**

CBS-owned radio stations command more attentive listening and are credited with greater believability by their listeners than are their leading independent station competitors, according to conclusions drawn by CBS Radio last week from a survey conducted for it by Motivation Analysis Inc.

The survey compared—in terms of listener attitude—the six CBS-owned radio stations with "the leading independent station" in each of the six markets in which CBS owns an am outlet. MAI made the study last spring, interviewing 1,202 listeners in the six cities— New York, Boston, Chicago, St. Louis, Los Angeles and San Francisco.

The interviewees were divided into three matched groups: (1) CBS-owned station "fans," composed of persons who listened to radio more than 30 minutes a day and who spent more than half of their listening time with a CBS-owned station; (2) independent station "fans" or persons who listened more than half an hour per day, most of it with the independent station involved in the comparison, and (3) persons who spent more than half of their listening time tuned to either the CBS-owned station or the independent. While the minimum listening time for a fan was a half hour, the survey found median listening time was more than three hours.

Jules Dundes, CBS Radio vice president in charge of station administration, noted that the survey was designed to determine: (1) Do listeners pay closer attention to some stations than to others? (2) Do they distinguish among stations, regarding some more favorably than others? (3) Are listeners more likely to believe some stations than others?

Mr. Dundes said the answer to all three was "yes," with the advantage on the side of the CBS-owned station in each case. The survey showed, he said, that radio has three different appeals. Some consider radio as "a friend," some tune in to get information, and some like it for background sound.

Counting the first two groups as "foreground listeners," the study showed that 71% of CBS-owned station "fans" are in the foreground or "attentive" group and 29% in the background category, as against 18% of the independent station "fans" who gave foreground reasons and 82% who reported background listening. Among those who listened to both stations, the background and foreground groups were divided 50-50.

Asked why they prefer the station they hear most, 78% of the independent station fans and 69% of those who listened to both stations cited music. Some 26% of the CBS-owned station fans and 27% of the "both" group gave music as the reason for listening to the CBS oulet.

A total of 57% of the CBS station fans said they preferred that station because of its personalities, while 19% of the independent station fans said they were motivated by a liking of the independent station's personalities. An even half of the "both" group said personalities were the reason for liking the CBS station, as against 11% who voted for the independent station on that basis.

Among most-liked programs, 44% of the CBS station fans and 26% of the independent-station fans named news. Drama also was found to have high appeal among CBS station fans, being named by 27% as the reason for listening, compared to 9% who said they listened to the independent station because of its drama programming.

Almost all (98%) of the CBS station fans considered that station "big" as against 58% of the independent-station fans who regarded their favorite outlet as "big." CBS Radio interpreted the various replies to mean that in listeners' opinions, "network," "big" and "good" are synonymous.

Asked to describe their favorite station as either "authoritative" or "non-authoritative," 89% of the CBS stations' fans voted "authoritative" as compared to 69% in the case of the independents' fans. Of the group that listened to both stations, 88% considered the CBS station "authoritative" as against 65% voting the independent "authoritative."

Listeners also were asked: "If you heard conflicting accounts of the same incident on different stations, which station would you believe?" The report showed, officials said, that among listeners to both stations—the only group apt to hear both accounts—53% said they would believe the independent station.

When this question was sharpened to cover the believability of commercials, 48% voted for the CBS station, 15% for the independent, 15% for "neither," 18% for "both" and 4% had no opinion. Asked which one station had "the most believable commercials," 41% of the listeners to both stations voted for the CBS outlet while 13% voted for the independent (30% said "no single station").

The survey also explored the listeners' relationship to radio. In answer to a request to name the one medium they'd most like to keep, 35% named radio; 32% tv, 29% newspapers and 4% magazines. Asked which they'd be most willing to give up, 63% named magazines, 23% television, 7% newspapers and 7% radio.

Most of the respondents knew whether their favorite station was a network station or an independent: 90% of the CBS station fans said it was a network operation and 76% of the independent station fans knew their favorite was non-network, according to the report.

Mr. Dundes hailed the study as a "beginning answer" to the need for qualitative research in radio.

"Radio is now witnessing the dawn of timebuying that goes far beyond the data furnished by a slide rule. The big question is: 'Are listeners to a particular radio station better sales prospects than the audience of another station?' rather than 'how many people can be exposed to the commercial messages of any one particular product?'

"We know that the difference between various product or company images in people's minds figures significantly in their buying. We hope that this research will foster many other similar and meaningful studies. Advertising media are shown by Motivation Analysis Inc.'s conclusions to project their own personalities or images, also. Our hope is that these conclusions will help to reaffirm and confirm the judgments of many far-sighted buyers of media advertising."

In the survey, CBS-owned WCBS New York was compared with WNEW; WEEI Boston with WHDH; WBBM Chicago with WIND; KMOX St. Louis with KXOK; KNX Los Angeles with KMPC, and KCBS San Francisco with KSFO.

CBS Public Affairs recorded an exclusive New York-Moscow radio exchange between leading U. S. and Soviet scientists, broadcast on a special program, *Radio Beat*, last Wednesday at 9:30-10 p.m. on CBS Radio. The two-way exchange featured U. S. scientists at CBS Radio studios in New York with queries broadcast to Radio Moscow and Soviet scientists' answers recorded by CBS. A follow-up broadcast will be presented this week on Wednesday in the same time period. The discussion involved scientific progress in Russia, the pay scale of scientists there, free time enjoyed, new fuel used for Soviet satellites and when the U.S.S.R. expects to share its new scientific information. On the U. S. end of the hookup (above, l to r) were Ernest Pollard, professor of biophysics at Sloan Physics Laboratory, Yale U.; John Turkevich, professor of chemistry at Princeton U., and Dr. Donald Hughes, atomic physicist at Brookhaven Laboratory.

Nat Cole to Leave NBC-TV

At the request of singer Nat (King) Cole, NBC-TV has agreed to let him terminate his Tuesday night program after the telecast of Dec. 17, although his contract still has 13 weeks to go. Personal appearance commitments previously contracted for made the termination of the telecasts after 60 weeks necessary, the performer said. He declined NBC-TV's offer of a new series on either Saturday or Sunday.

Jan Murray's *Treasure Hunt*, Mon-Fri., 3:30-4 p.m. NBC-TV program, will move into the Tuesday 7:30-8 p.m. spot vacated by the *Nat (King) Cole Show*.

B. R. and Gordon McLendon
Richard Wilcox and the
Staff of

STATION KEEL

formerly KTBS

SHREVEPORT, LA.

10,000 WATTS • 710 KC

announce the appointment of

JOHN BLAIR & COMPANY

as exclusive national representative

effective immediately

Station KEEL, Shreveport is affiliated with the stations of the Texas Triangle:

KLIF-KFJZ, Dallas-Ft. Worth
KILT, Houston
KTSA, San Antonio

also represented by JOHN BLAIR & COMPANY

In The Queen City of Cincinnati it's Nelson "Radio" King of The Household Queens!

Makebelieve Ballroom heard Monday thru Friday 10 A.M. to 12 Noon and 2 P.M. to 4 P.M. is Mc'd by Nelson King, Cincinnati's Top Favorite Disc Jockey among Cincinnati's Housewives.

Never a dull moment on the Ballroom with such outstanding popular features as "Flowers From King to a Household Queen," "A Ring for King" and "King's Tot's Talk" and many others.

If it's the Housewife you want to reach in the Cincinnati Area, Nelson King of the Household Queens has a monopoly on them on his daily Morning and Afternoon Makebelieve Ballroom.

WCK

Buy "King" to sell the "Queens"!

Cincinnati's Most Powerful Independent Radio Station

KING SPEAKS BEFORE CLUBWOMEN'S GROUPS

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

Y

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THE *L.B. Wilson* STATION

L.B. Wilson INCORPORATED
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Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 950 California St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

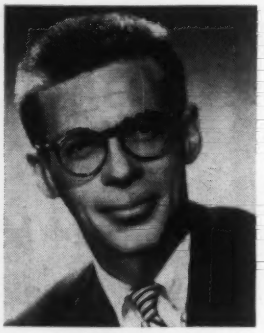
WCKY is your best buy!

SALANT SLAMS BARROW REPORT

- **CBS executive defends tv network practices in L. A. talk**
- **He criticizes broadcast pay tv, but warns CBS won't run last**

Pay tv, the "Barrow Report," option time, must buys, where tv networks get their money and how they disburse it were among the topics discussed by Richard S. Salant, general vice president of CBS Inc., Wednesday in a 90-minute address on "Network Television" made to the "Basics of Television" course being given by KNXT (TV) Los Angeles for advertising people of that city [ADVERTISERS & AGENCIES, Oct. 28].

Mr. Salant's underlying theme was that networking is a complicated subject, difficult to comprehend; but with so many proposals emanating from Washington that could radically change the nature of tv network operations as they now are, it is essential that everyone in broadcasting or using radio and television as advertising media understand how a network functions. With that understanding, it will be easier to understand the meaning of the various proposals made to change network operations and to measure their probable effects, he stated.



CBS' SALANT

For example, the "Barrow Report," containing the findings of the FCC Network Study staff headed by Dean Roscoe Barrow of the U. of Cincinnati Law School [LEAD STORY, Oct. 7], would abolish "must buys"—the network requirement that an advertiser must buy a certain number of key market stations—Mr. Salant pointed out. There has never been any trouble with advertisers about this, he said, since they are anxious to spread the cost of their programs over as many viewers as possible. Furthermore, a national network is designed for use by national advertisers, and it is no more reasonable to expect a network to clear time for a three-station hookup than to ask *Life* magazine to sell an advertiser coverage in Minneapolis only.

But, Mr. Salant commented, an attack by "a Los Angeles gentleman" (whom he did not identify further but who was readily recognized as Richard A. Moore, president of KTTV [TV] Los Angeles), who challenged networks' "must buy" and option time practices a year and a half ago in testimony before the Senate Commerce Committee [LEAD STORY, April 2, 1956] led the Barrow group to investigate these practices. It was found they did not harm the stations, Mr. Salant said, but apparently the burden of proof is on the networks and they haven't proved the "must buy" policy to be essential, so the report recommended it be outlawed.

The Barrow Report would eliminate option time, Mr. Salant noted, calling this "the very thin thread" between a network and its affiliates that gives the network salesman some assurance that when he offers an open period to an advertiser he can get enough clearances to make the sale. Option time, which permits a network to call on an affiliate to make a limited amount of time available for network sponsored programs, is pretty much a "gentleman's agreement," he said, since the network has to give the station 58 days advance notice, and even then the station can always say no.

If there are enough nos—and six or eight from major markets are enough—there will be no sale, Mr. Salant said, commenting that without the option time provision it would be virtually impossible for a network to function. "The Barrow Report said that if things get too bad the FCC can restore option time," he reported, "but knowing how fast the FCC moves—six or seven years is speedy—we could be dead in that time."

Referring to the report's proposal to curtail below present limits the number of stations a network can own, Mr. Salant said that in 1952 CBS-owned tv stations accounted for only 12% of gross sales, to 88% from the CBS-TV network, but that all the profits from tv that year came from the owned stations; in 1955-56, the network had 85% of the sales and 58% of the profits, the stations accounting for 42% of the profits with only 15% of the sales. Parenthetically, he noted that in radio "we couldn't operate the CBS network without the profits of our owned stations."

In addition to its recommendations, the Barrow Report's "near misses" will "haunt all of us for generations to come," Mr. Salant stated. "What they didn't quite do this time, they'll come back to later on."

Reiterating the CBS opposition to "over-the-air" pay tv "because we believe it's bad for the public," he said the company has taken no position on wired pay tv and cannot properly do so because this is "only a new form of competition." Actually, to the tv networks, it makes little difference which method—if any—of toll tv is adopted. "We have 11 years of experience, a successful record, and if the FCC decides to give air space to pay tv, we'll go into it with both feet and we'll do all right."

He predicted that if given the use of the air, toll tv will take over first the best stations and then the best programs, if it can get over the initial costs. "That first hump is tremendous, but after that the road seems clear," he stated. The willingness of the average family to spend $75-$100 a year for pay tv programs indicated by a number of surveys, he said, means that after operating costs the toll tv operators would have four times as much to spend for programs as is now being spent by free tv.

"There's no question that pay tv will siphon off the best talent," he declared.

Mr. Salant found it "significant" that no one has suggested a "majority test" to determine democratically what most of the people want, but that the only tests called for have been those to determine if enough people are willing to pay enough for pay tv programs to make the business economically feasible. For example, he said that if one of every 8-10 families would pay 50 cents to watch Ed Sullivan, the pay tv operator would have 3-4 times as much to spend for the program as it now gets, so it would doubtless move from free to pay tv, leaving 7-9 families without the show.

Toll tv won't kill free tv entirely, Mr. Salant opined. "Free tv will survive," he said, "by dribs and drabs, on a local basis and during the daytime. To some extent, those who pay will get something different from pay tv, maybe even something better, but it's a terribly high price to pay."

Mr. Salant credited the tv networks with providing most of the impetus (and money) which won for tv an acceptance by the American public that in only 11 years has caused 41,300,000 U. S. families to spend $19.4 billion for tv sets and maintenance and, last year, to spend five hours a day watching those sets. CBS alone invested $54 million in television before its first year in the black, 1952, he said, expressing his conviction NBC and ABC had made comparable investments. The networks' willingness to provide good programs, great programs, at a time when the circulation and revenues did not justify such expenditures, made television what it is today, he said.

For a thorough, though rapid, exposition of the economics of tv network operation and the parts played by advertisers sponsoring network programs and affiliate stations broadcasting them as well as by the networks themselves, Mr. Salant drew heavily on a memorandum on network practices prepared last year to supplement the testimony of CBS President Frank Stanton before the Senate Commerce Committee [LEAD STORY, June 11, 1956].

Shift to Divisional Status Seen for CBS News Department

CBS News, which has been operating between staff and divisional status since August 1954, may become a full division of CBS Inc. early next year. Though no action has been taken, discussions have progressed to the point of placing CBS News and Public Affairs on par with other divisions.

This past summer, CBS News moved towards semi-divisional status when Sig Mickelson, vice president of news and public affairs, began functioning as general manager of the department. Mr. Mickelson, it is understood, would assume the title of vice president and general manager of the division should such a move be made.

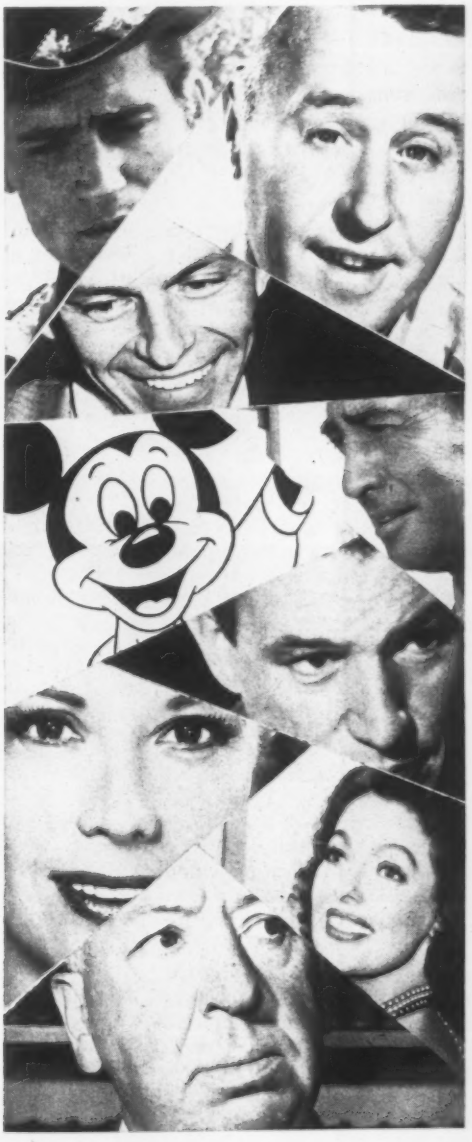
NBC News and Public Affairs will not follow suit, according to William R. McAndrew, NBC News director. The NBC news department was detached from public affairs earlier this year, with Mr. McAndrew's news department being placed on a par with the NBC program department, reporting directly to Executive Vice President Robert E. Kintner. Public Affairs, under Vice President Davidson Taylor, also reports to Mr. Kintner.

growing fast.....to first!

Maximum Power
316,000 WATTS

Tallest Tower
1,073 FEET

MOST POWERFUL LINEUP IN THE CAROLINAS.



WSOC BROADCASTING COMPANY

WSOC

Channel 9 Television
1240 KC Radio
103.5 MC FM

✔ CHECK
Charlotte, N. C. avails at
H. R. Representatives Inc. — Nationally
F. J. Representatives Inc. — Atlanta

NBC abc

Larry Walker — President and General Manager
C. George Henderson — General Sales Manager

THEATRE OWNERS HIT TOLL TV

- **TOA convention resoultion supports free television**
- **Shapp surprised; urges activity in wired pay tv**

The Theatre Owners of America, composed of major theatre owners, unanimously voted last week "opposing and condemning" all forms of pay tv—off the air or via wire.

In a completely unexpected action, the exhibitors voted against any form of toll tv following a morning panel on cable tv Thursday morning at the TOA convention in Miami Beach, Fla., Nov. 20-23.

The resolution, which was passed at a private meeting of TOA members Thursday afternoon, also pledged the organization and its members to work toward the enactment of legislation to "preserve" the right of the public to view tv in their homes free of charge.

The resolution said that pay tv and free tv cannot coexist and that pay tv in any form would "usurp" all of the popular programs and personalities now available on free tv. It declared that the public has bought 45 million tv receivers on the assumption that the programs received were to be free. It also stated that pay tv would affect the nation's economy by "entrapping" much of the nation's purchasing power. It not only lashed out at the monopoly potential of toll tv, but also the deleterious effect on theatres and exhibition.

The resolution stung Milton Shapp, president of Jerrold Electronics Corp., a prime mover in behalf of wired, cable tv, into immediate retort. He claimed that the resolution was "surprising" in view of the great interest of a "great number of exhibitors" in cable theatre. He also said that exhibitors' opposition was ill advised, since they also had opposed talkies and drive-ins when those changes were coming onto the theatre scene.

Television, Eric Johnston, president of the Motion Pictures Assn., told the theatremen, "is reshaping the entertainment business [and] is obviously our toughest competitor today and may get tougher tomorrow." (Condensed text of Mr. Johnston's speech on page 70.)

International Telemeter Corp., a subsidiary of Paramount Pictures Inc., held daily demonstrations of its wired pay tv system during the convention.

The morning open session heard one surprise. Bernard L. Goldenberg of New York identified himself with a new company called Selectivision Inc., 1 W. 58th St., and declared that his company had contracts for cable theatre projects with two New York area theatrical circuits—Associated Prudential Circuit and Interboro Theatre Circuit.

The convention also heard Mr. Shapp, Herbert Barnett, General Precision Lab.; Carl Leserman, International Telemeter Corp., and Marcus Cohn, Washington attorney. Philip Harling, of the Fabian Theatre Circuit, co-chairman of the exhibitors' Joint Committee Against Pay Tv, was chairman.

Mr. Shapp urged exhibitors to become active in wired toll tv as a means of reaching millions not going to the movies. This is an extension of motion picture exhibition, he declared. Mr. Barnett questioned whether the Bartlesville, Okla., Telemovies project was a fair demonstration, since the community was not typical. Mr. Leserman told TOA members that ITC had no plans to wire large metropolitan areas, but intended to concentrate on new communities which have grown up without a local movie house. Mr. Cohn warned that both wired or off-air toll tv would be regulated in some form or other by the federal government or state authorities. Regulation, he stated, was against the history of the entertainment media which flourished best in a free, competitive market.

It was indicated that both Skiatron and Zenith had been invited to send a representative to the convention. Skiatron had not replied, it was said, and Zenith declared it was not interested in wired toll tv.

Active audience participants included Mitchell Wolfson, chairman of TOA's board of directors, whose interests include WTVJ (TV) Miami, and WFGA-TV Jacksonville, both Florida, and WMTV (TV) Madison, Wis.; Walter Reade, Reade circuit, who holds a cp for WRTV (TV) Asbury Park, N. J.; Samuel Pinanski, Boston theatre owner, and Donald Schine, Schine Theatres.

Both meetings attracted about 400 theatremen.

'TV GUIDE' POLL: 96.6% OPPOSE PAY

- **Readers strongly anti-toll tv**
- **44,888 answer magazine query**

Subscription television received another strong rebuff from the public yesterday (Sunday) when *Tv Guide*, national consumer tv publication with headquarters in Philadelphia, reported that 96.6% of nearly 45,000 readers had gone on record in opposition to toll tv in any form.

Of the 44,888 ballots tabulated by Research Inc., an independent survey organization, only 34 out of every 1,000 were marked in favor of pay tv. The polling is believed to be the largest sampling of public opinion ever taken on the subscription television issue.

The subscription tv cause received an even stronger rejection on the Pacific Coast where some business entrepreneurs already are counting toll tv chickens in the newest major league baseball cities of Los Angeles and San Francisco. Only 17 out of every 1,000 ballots from this area favored pay tv.

In the big cities, subscription tv fared better than elsewhere. Returns from 15 of the largest cities showed that 77 out of every 1,000 persons favored pay tv.

While practically all of the small band in favor of pay tv indicated they would install subscription tv, a substantial minority of these (about 3 of every 10) were unwilling to pay for installation of the service.

Ballots covered six questions on subscription television and were published in a September issue of *Tv Guide*. The results will appear in the next issue being released tomorrow (Tuesday). Questions and answers:

1. Are you in favor of any subscription television system?

Yes	1,527 (3.45%)
No	43,361 (96.65%)

2. Would you have subscription tv installed in your home?

Yes	*1,990 (4.43%)

* Figure includes some 1.22% of people who voted against pay tv but said they would install it if system were adopted.

3. Would you be willing to pay any of the installation charges if necessary?

Yes	1,444 (3.2%)

4. Which transmission system do you prefer?

	Those Favoring Pay Tv	Those Not Favoring Pay Tv	All Respondents
Direct Wire	44.73%	3.45%	4.85%
Regular tv	41.78	36.46	36.64
No answer	13.49	60.09	58.51

5. How much would you be willing to pay a month for subscription tv if it included special shows of interest to you not available on free tv?

	Those Favoring Pay Tv	Those Not Favoring Pay Tv	All Respondents
$5	42.83%	5.63%	6.90%
10	40.41	1.88	3.19
20	0.06	0.33	0.46
25	4.78	0.81	0.94
No answer	7.92	91.35	88.51

6. If commercials on pay tv would lower the cost per show to you, would you object to them?

	Those Favoring Pay Tv	Those Not Favoring Pay Tv	All Respondents
Would object	52.91%	25.26%	26.20%
Would not object	44.47	0.40	1.90
No answer	2.62	74.34	71.90

Locally-Owned Pay Tv Proposed To California City Council

A proposal that a locally-owned toll tv company be formed to serve residents of California's Centinela Valley and South Bay areas (in the greater Los Angeles area southwest of the city) was made by Fred C. Jones, a member of the city council of Inglewood, in a letter to fellow councilmen and those of 10 neighboring communities.

"This company would be owned by local people; its telecasts would include local activities; its facilities would be available for local enterprises and, altogether," he wrote.

Stan Thomson

or who says gasoline is expensive?

"They say it in Britain, where a skilled carpenter gives more than a day's pay for just eight gallons.

"They say it in Ireland, where only one person in twenty owns an automobile.

"They say it in France, where the price is the same for eight gallons of gasoline or a pair of shoes.

"In the United States? Everything indicates that gasoline should be almost as expensive here, too.

"For instance, Union Oil's costs of building a refinery and the labor costs to operate it have tripled since 1937.

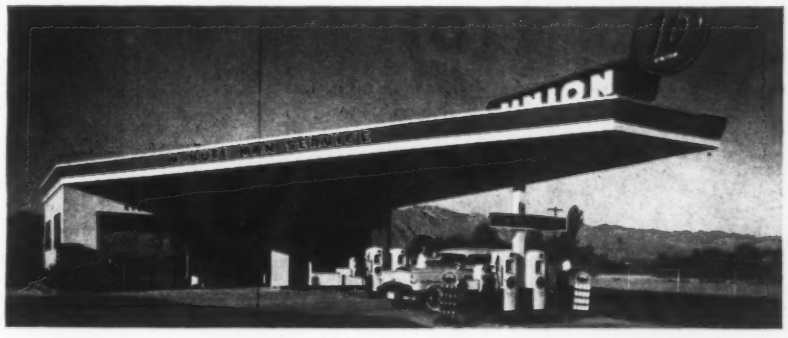
"We pay four times as much to put up a service station today as before the war.

"And fuel taxes you pay at retail have increased 5 cents a gallon in the last 20 years. (In that same time, our refinery price has gone up 4½ cents a gallon.)

"In spite of these increases, though, Americans pay less for their gasoline than anyone else in the world.

"WE PAY LESS FOR GASOLINE THAN ANYONE ELSE IN THE WORLD."

"What's more, two gallons of today's gasoline do the work of three gallons of the old product." * * *



As manager of Union Oil's refinery in the San Francisco area, Stan Thomson has a natural interest in the price of gasoline.

And, he points out, the comparatively low price of gasoline in this country is one measure of the efficiency of the economy under which we live.

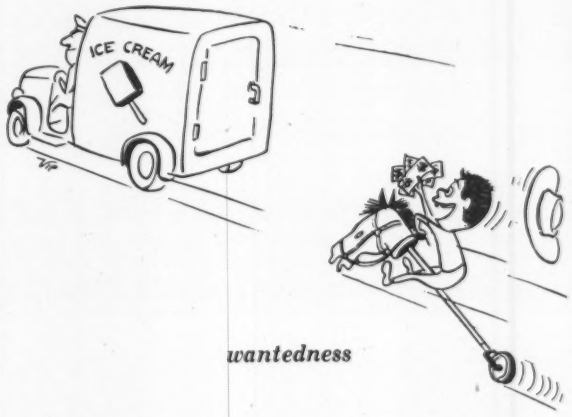
Our competitive economy gives us such good value for our money that we enjoy the highest standard of living the world has ever known—and still have money left for savings.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

wantedness



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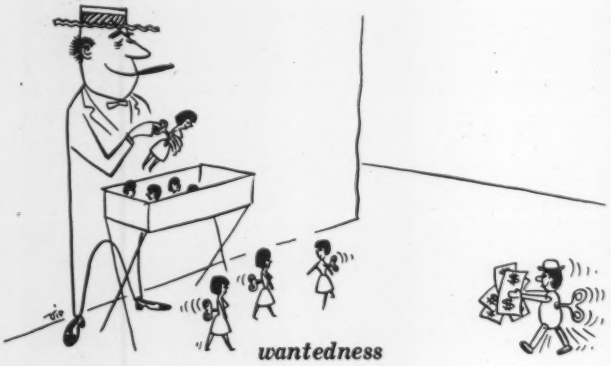
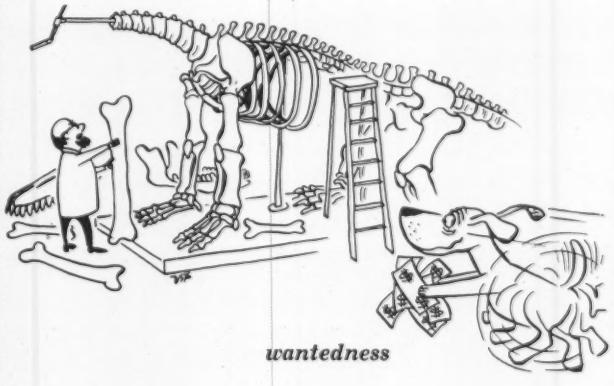


wantedness

want

wantedness



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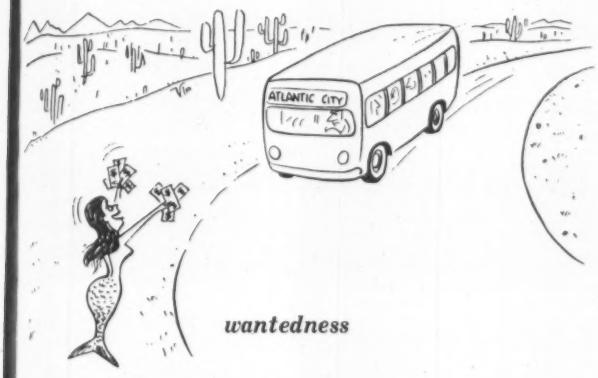


wantedness

tedness

Wantedness is the extra quality people see in things they choose to spend their money for—even when substitutes are available at no cost.

For example: wantedness is what "My Fair Lady" has such an abundance of; what's in a cup of cola that's worth a dime to a thirsty man who can get a drink of water for nothing. It's what a pretty girl has, that makes it worth a carefree bachelor's while to endow her with his worldly goods in exchange for a lifetime of dinners he could eat for free at his mother's house.

wantedness

And most especially: wantedness is the *plus value* edited into some businesspapers that prompts a man to buy subscriptions to the ones he *wants to read*—no matter how many others are sent to him, free. It's what keeps paid circulations growing! And . . .

It's what makes almost 18,500 busy people in the television and radio business *PAY* to find a copy of BROADCASTING on their desks every week. It's what, in short, differentiates BROADCASTING from other businesspapers purporting to cover the TV-radio field. They, too, may be on many of the same desks—but they didn't get there because they were *wanted.*

Wantedness is a quality attested to by an ABC audit statement: *A desire to receive* and an *intention to read.* Significantly, BROADCASTING is the *only* TV-radio business paper with ABC membership . . . with an accurate, easy-to-understand, precisely audited statement of *PAID* circulation. And *PAID* circulation is an advertiser's surest guide to the worth of any publication.

wantedness

Most advertisers throughout America buy *PAID* circulation. More TV-radio business advertisers buy BROADCASTING's *PAID* circulation than that of the next three TV-radio publications rolled into one! The writing on the wall doesn't come any clearer than *THAT!*

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

a member of The Associated Business Publications

a member of the Audit Bureau of Circulations

TV'S THE COMPETITION—JOHNSTON

Speaking last Wednesday to the Theatre Owners of America convention in Miami Beach, Eric Johnston pinpointed areas in which television is affecting the life of America and the business operations of movie makers and exhibitors. The president of the Motion Picture Assn. of America told delegates that tv will not eliminate movies and vice versa. Accordingly, he urged a realistic appraisal of tv in this portion of his address. (See main TOA story page 66.)

Today more people in the United States are seeing motion pictures than ever before. The total weekly audience is estimated at 250 million. For us there's only one trouble with this remarkable statistic. Only about 45 million on the average see motion pictures in theatres. The rest see them on television.

Today more people see baseball than ever before. In season, the weekly viewers run into the high millions. For the baseball owners, there's only one flaw in this glowing figure. These millions aren't crowding the bleachers and grandstands. Most are watching on television.

These are just two symptoms of change in America's leisure time, in the new habits and customs and activities of the American people in the past decade. The change in leisure activities is still in hectic process. In the motion picture business, the change is revolutionary.

. . . Today the world is in the midst of an electronic revolution. Already it has had a tremendous effect on people everywhere. One of its developments, television, is reshaping the entertainment business. The impact on the motion picture industry has been far-reaching. Prudence requires us to understand its meaning for us.

There are two aspects of television I'd like to discuss. One is the existing system of commercially-sponsored broadcast television. The other is the still unborn system of pay television. They are separate and we ought to separate them in our minds.

With respect to commercial television there are four facts we ought to face squarely.

(1) Commercial television has put 40 million screens into the homes of America within 10 brief and spectacular years. Today 80% of America's households have television sets. Their number will increase and they will improve in technical quality in the years ahead.

(2) Commercial television has supplanted our 19,000 theatres as the chief purveyor of mass entertainment in the United States. Its audience is almost five times bigger than ours. Television competes directly with us for the leisure time of America's population.

(3) Commercial television has an insatiable appetite for program material of all kinds. It relies heavily on motion pictures, on filmed programs. Television's appetite for film will increase—it will not diminish—in the years ahead.

(4) Commercial television can pay for what it needs. It is already a gigantic industry. This year, television's total advertising revenue will come to $1.3 billion—more than the total annual receipts from all the theatres in the U. S. It is estimated that in five years tv's income will reach $2 billion. This is almost as much as American pictures take in annually at the box office in all the theatres in the world.

Why do I mention these four facts about present-day commercial television? I mention them because tv is obviously our toughest competitor today and may get tougher tomorrow.

There are some in our business who say we should compete with television by ignoring it. Some say we should fight it at every step. Some would do this by keeping our stars off tv. Some would do it by keeping our films off television.

Let's examine these proposals. What about keeping the stars off television? Because of changed conditions in Hollywood, what studios have stars to order about? —as if they could ever do such a thing! No studio of my acquaintance has that golden asset of olden days—a full-fledged, firmly-contracted stable of stars. Today the stars are independent entrepreneurs. They make their own independent decisions.

MR. JOHNSTON

Really, does anyone who knows our business believe the stars could be kept off television?

Now what about keeping old films off television? That brings up a question or two.

First of all, is it true that television grew mighty on old Hollywood films? To believe this is to deceive ourselves. Television was born and made its great early advance on live programming. This period of television's sharp rise was also the period of our most precipitous drop at the box office. In those years, we were *not* competing with our own films on tv—we were competing with television itself!

The revolution that hit the entertainment business hit Hollywood just as hard as it did the theatres. I can tell you quite frankly that some of the studios were lucky to get through that period. The studios had pictures in the vaults in which the theatres were no longer interested. At this point, television came along to buy old films.

I assume we all believe in the free enterprise system, in the open market place. Certainly we do when our own interests are at stake. If you had old films on the shelf and someone wanted to buy them, would you drive him indignantly from the premises? I don't think so. I don't believe you think so either.

I think we can only plan wisely and boldly for our future if we realize that we cannot eliminate television . . . and if we realize just as confidently that television cannot possibly eliminate us.

Let's now switch off commercial television and turn on pay television. Nobody knows the future for pay tv, or subscription television, or toll television, or whatever it may be called. But we do know one thing—that its future will be determined by the American public. We know this because pay television must eventually put to the public this basic question:

Do you want a box office in your home?

Reduced to its core, that's what pay television is really about—whether the public wants to pay in the home for motion picture and other entertainment. If the public answers "Yes," it will have a profound effect on our business, on television, on the entire entertainment field. If the public votes "No," then television will continue on its present advertiser-supported course.

Pay television is now in a testing period. What should our attitude be toward these tests? I think we should look upon them all as research projects, out of which might come developments that could affect our way of doing business, the business of us all —the exhibitor, the distributor, the producer.

George Liberace Sets Up Firm

George Liberace is ending a long professional association with his pianist brother and is setting up George Liberace Enterprises at 5800 Sunset Blvd., Hollywood, the violinist-orchestra leader has announced. George Liberace Enterprises will handle personal management of television personalities and packaging of tv shows. Mr. Liberace also is considering personal appearances on tv and is developing his own show. Formation of the new company signifies no rift between the brothers, Mr. Liberace's announcement said, but is a move that had been under consideration for some time.

PROGRAM SERVICE SHORTS

Spotlite News, N. Y., announces 1958 *Manhattan Newsfilm Directory.* Printed compilation of tv news and motion picture contacts, phone numbers and addresses in New York City, Connecticut and Philadelphia. Free copies are available from Spotlite News, 60 W. 46th St., N. Y., 1958 *Southland Newsfilm Directory,* providing similar listings of newsreel organizations in southern California, also is available from N. Y. office.

Len Simpson & Assoc., L. A., publicity firm, announces move to 6331 Hollywood Blvd., Hollywood 28.

Alan C. Russell Marketing Research Inc. announces acquisition of additional space at 147 E. 50th St., New York 22, N. Y. Telephone: Plaza 1-3990.

If you are interested in audience statistics:

WSB-TV ratings continue to climb!

In the 3-station Atlanta market

WSB-TV shows a 45.9%* share of the total tune-in

sign-on to sign-off Sunday through Saturday

The impact of the NBC line-up of fall programs combines with strong local news coverage, the MGM film library and top local programming to heighten WSB-TV dominance in the Atlanta market. Get more for your television dollar. Get on Atlanta's WSB-TV—one of America's truly great area stations.

WSB/TV

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal & Constitution
NBC affiliate

*ARB—October 1957

NEW SUBLIMINAL ERA SLIPS IN WHILE AUDIENCE NOT LOOKING

- **WTWO (TV) has been experimenting for two months**
- **WCCO, KLTI exploited radio variation on new method**
- **FCC in dark; lawmakers fear political tricks**

Audiences haven't realized it (natch), but subliminal perception has been broadcast experimentally on television, BROADCASTING learned last week, and audio variations on the new trick are being aired on radio.

• WTWO (TV) Bangor, Me., has been sending invisible messages for two months, trying to learn if imperceptible perception can produce perceptible results. So far the reactions are subliminal.

• Two radio stations, WCCO Minneapolis and KLTI Longview, Tex., have been broadcasting audio messages which, if not subliminal, are the next thing to it. WCCO has invented "Phantom Spots"; KLTI's are called "Radio Active Iso-Spots."

• Meanwhile, the FCC is studying subliminal perception at the urging of congressmen. The congressmen fear that subliminal perception could be used as a dirty political trick to sneak a rival candidate's name into the nation's subconscious.

SP OLD HAT TO WTWO AFTER TWO MONTHS USE

WTWO has been experimenting on the air two months, guided by a psychologist.

Murray Carpenter, president of WTWO, which is identified in Bangor as W-TWO (phonetically, W2 for ch. 2), said the tests are interesting if not yet highly productive. He wrote Chairman John C. Doerfer of the FCC last week, offering to supply his findings after a series of on-the-air subliminal tests.

When he first contacted the psychologist, he learned that subliminal tinkering was old stuff in the trade. The psychologist suggested, "If you have a selling job to do, nothing will succeed as well as to step up and sell."

Undisturbed by this observation and warnings that the engineering problems were insoluble, Mr. Carpenter toyed with closed-circuit tactics before going on the air. He decided the first approach should be simple, based on possible influence on the station's mail count since its film strip programs ask for audience comments in the lead-ins and lead-outs.

On half of these programs, a subliminal message is superimposed on the tv screen below the threshold of perception. It occupies a cross-screen panel about one-fourth the screen's depth, carrying this message: "WRITE W-TWO."

The message occupies one frame on a 250-frame film loop, appearing about once every 11 seconds except during advertising. Last week the message was used Monday-Wednesday-Friday; this week it will be on Tuesday and Thursday.

Mr. Carpenter reported he is unable to detect appearance of the subliminal message but said his engineer claimed he could catch it sometimes.

"We want to see if a subliminal insert will give us a little extra push in our mail count," Mr. Carpenter said.

"Has it?" he was asked.

"There's no 'feel' yet," he answered. "We can't yet tell if it does anything."

In any case, he is continuing the experiments because of all the dither around Madison Avenue, where he once was a Compton Adv. timebuyer.

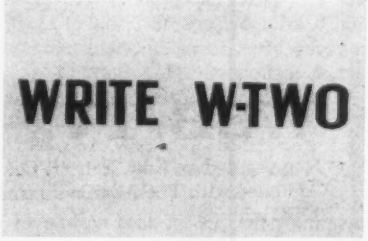
WCCO, KLTI AUDIO VERSION AIRED ON REGULAR BASIS

Radio is not standing still while other media probe beneath a consumer's consciousness into subliminal perception. The aural medium hasn't been able to go all the way below the threshold of consciousness but is developing ways of sneaking messages in just over the line of the "limen," or threshold.

And the new sound technique may have one important advantage over visual subliminal perception. It is being sold, whereas subliminal perception as a commercial television technique has been questioned by the NARTB Tv Code Board [TRADE ASSNS., Nov. 18] and others [GOVERNMENT, CLOSED CIRCUIT, Nov. 11].

Two stations have reported pioneering a new psychological development in radio messages in recent weeks. WCCO Minneapolis-St. Paul [CLOSED CIRCUIT, Nov. 18] calls its new technique "Phantom Spots." KLTI Longview, Tex., has named its new commercials "Radio Active Iso-Spots."

There are technical differences between the two plans: Phantom Spots are briefer; Radio Active Iso-Spots are being sold, while WCCO is using Phantom Spots only for program promotion and public service projects. But basically the two stations are trying out the same new approach. Short announcements are slipped in over music or into continuity pauses, reportedly hitting the listener at the lowest level of response, at the absolute threshold, or bottom of the response scale, observers say. Listener reaction often is on a delayed basis. He registers what he has heard some seconds after the message is over. This is the pattern set by early experiments in the broadcast laboratory.



EVER *seen a subliminal? No, and you never will, if it's really subliminal, but here is what one looks like in the projection room. This "WRITE W-TWO" message is reproduced from a film loop, one frame out of 250, with the intelligence transmitted once every 11 seconds. It is basic to WTWO (TV) Bangor, Me., experiments designed to see if imperceptible messages will influence the station's mail count.*

WCCO's Phantom Spots are held to a five-syllable maximum, according to Larry Haeg, general manager of the station. The announcements are sneaked in over music and into pauses in regular programs, sometimes between lines of dialogue. Samples: "Hear Ike tonight," "Beat Michigan State," "Hear Open Mike," "Next news at ——." Varied aural techniques, voice levels and delivery speeds are used.

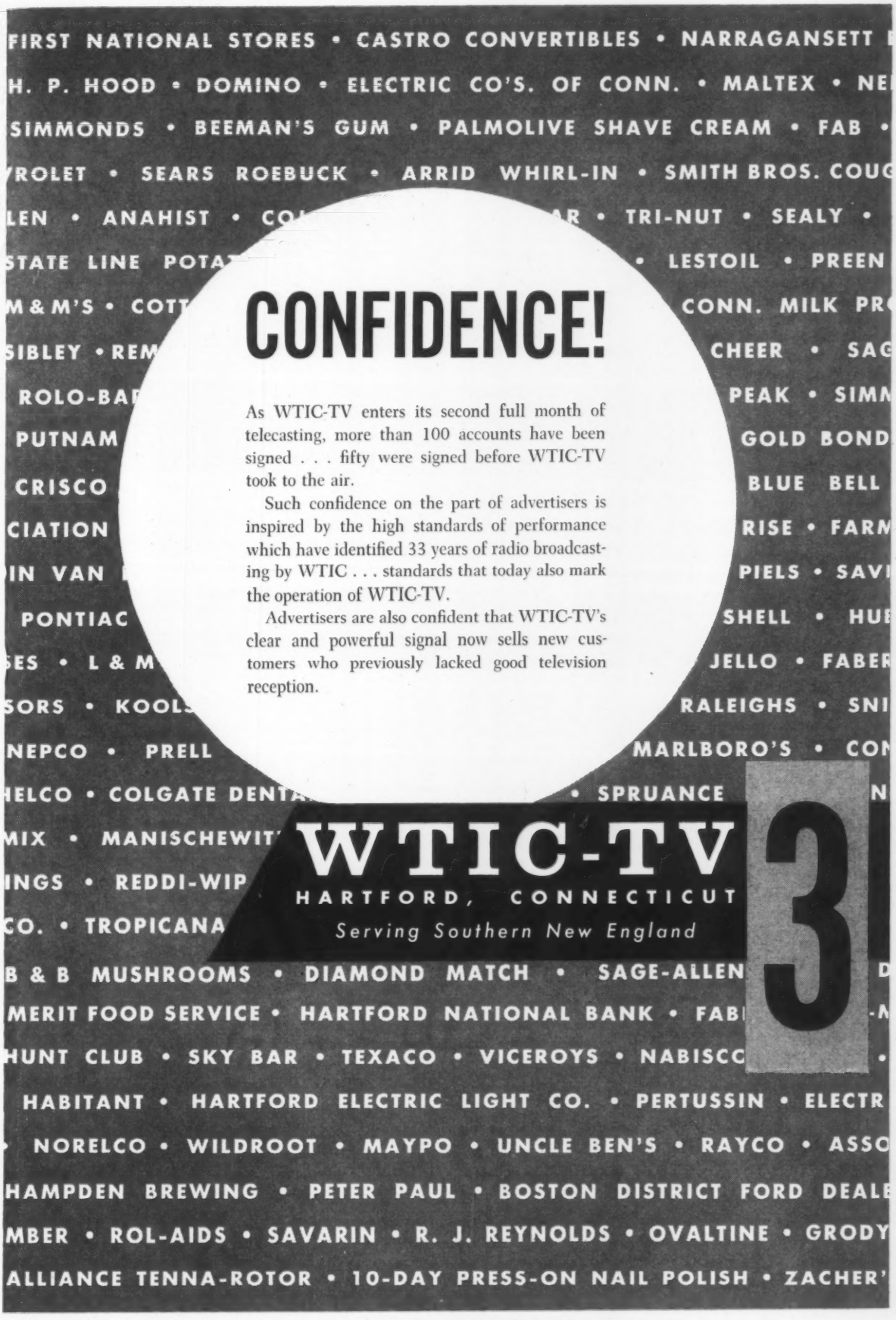
The KLTI Radio Active Iso-Spots employ brief phrases ("Buy your children's shoes at Waynes' Credit Shoes," "Longview Credit Clothiers . . . three minutes to open your credit," "The '58 Chevrolet . . . on display . . . at Goodwin's") and are broadcast on a saturation basis through the day. They are superimposed over instrumental music which is reduced to the volume of background music to "cushion" the spot.

Bob Geerdes, station manager of KLTI, explains the Iso-Spot name this way: "Just like an isotope [in medicine] gets in underneath and spotlights attention, so does the KLTI Iso-Spot." The technique has met gratifying client and listener reaction since it was introduced last month, says Mr. Geerdes. Iso-Spots are being aired periodically and "are not being run into the ground," he adds.

The Phantom Spot experiment, still in the pre-commercial stage at WCCO, is being conducted in consultation with psychologists from the U. of Minnesota faculty. William Schwarz, program director of the station, and Gordon Mikkelson, director of program promotion and public relations—assigned by Mr. Haeg to the project—are working with Dr. E. W. Ziebarth, dean of the U. of Minnesota summer session and regular WCCO staff coordinator on world affairs, who is coordinating the study's academic side.

Describing the Phantom Spot, or PS, technique, Mr. Haeg says, "We are building . . . on principles of repetition, to increase coverage and penetration; aided recall, as a stimulus to retentiveness, and variety of sound, to gain entry without annoyance." A typical response to a Phantom message is given by a member of WCCO's listener test panel, reporting on a spot broadcast over music. He says he "caught the full meaning of the spot at the end of the music, though it must have flashed in and out along about the tenth bar or so." No one has found the technique annoying, and no objections have been reported, Mr. Haeg states.

Comparing PS and subliminal perception, a WCCO memorandum says, "Only


FIRST NATIONAL STORES • CASTRO CONVERTIBLES • NARRAGANSETT
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ROLET • SEARS ROEBUCK • ARRID WHIRL-IN • SMITH BROS. COUG
LEN • ANAHIST • CO AR • TRI-NUT • SEALY •
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M&M'S • COTT CONN. MILK PR
SIBLEY • REM CHEER • SAG
ROLO-BA PEAK • SIMM
PUTNAM GOLD BOND
CRISCO BLUE BELL
CIATION RISE • FARM
IN VAN PIELS • SAVI
PONTIAC SHELL • HUE
SES • L & M JELLO • FABER
SORS • KOOL RALEIGHS • SNI
NEPCO • PRELL MARLBORO'S • CON
HELCO • COLGATE DENTA • SPRUANCE N
MIX • MANISCHEWIT
INGS • REDDI-WIP
CO. • TROPICANA
B & B MUSHROOMS • DIAMOND MATCH • SAGE-ALLEN
MERIT FOOD SERVICE • HARTFORD NATIONAL BANK • FAB
HUNT CLUB • SKY BAR • TEXACO • VICEROYS • NABISCC
HABITANT • HARTFORD ELECTRIC LIGHT CO. • PERTUSSIN • ELECTR
NORELCO • WILDROOT • MAYPO • UNCLE BEN'S • RAYCO • ASSO
HAMPDEN BREWING • PETER PAUL • BOSTON DISTRICT FORD DEALE
MBER • ROL-AIDS • SAVARIN • R. J. REYNOLDS • OVALTINE • GRODY
ALLIANCE TENNA-ROTOR • 10-DAY PRESS-ON NAIL POLISH • ZACHER'
CONFIDENCE!
As WTIC-TV enters its second full month of telecasting, more than 100 accounts have been signed . . . fifty were signed before WTIC-TV took to the air.
Such confidence on the part of advertisers is inspired by the high standards of performance which have identified 33 years of radio broadcasting by WTIC . . . standards that today also mark the operation of WTIC-TV.
Advertisers are also confident that WTIC-TV's clear and powerful signal now sells new customers who previously lacked good television reception.
WTIC-TV
HARTFORD, CONNECTICUT
Serving Southern New England
3

some of the same principles are involved. The audio Phantom Spots are in fact consciously perceived by the listener. He knows someone is sending him a signal. The listener is able to accept or reject our message on the same basis as he can consider any audio stimulus."

WCCO will report on its PS project "within a few weeks," Mr. Haeg promises. Meanwhile, it won't be made available to advertisers, he says, "for some time to come."

FCC ANXIOUS FOR DATA ON SILENT TECHNIQUES

The FCC last week told Sen. Charles Potter, (R-Mich.), who had asked some pointed questions, what was what on SP: That there was not too much information on the subject; that the FCC was gathering as much data as was available, but that in any event it felt it had sufficient authority to control this new technique. The Commission pointed out, however, that it has no power to censor individual programs.

The Commission, it is understood, is looking forward with some eagerness to a Washington demonstration of the SP techniques. This, it is believed, is premature, since Subliminal Projection Inc. President James Vicary stated that an FCC spokesman had called regarding a demonstration and had been offered one in New York. FCC sources said that WTOP-TV Washington had offered its facilities for such a test in Washington.

So much interest has been engendered in SP that the FCC has decided to draw up a "public notice" on the subject and what it knows about its use and potential use and the Commission's authority. This will be used to answer a growing demand for information on the silent sell.

Pop Music Disc Jockey Meet Set by Storz for March 7-9

"Will Top 40 programming last?"

Todd Storz, president of the Storz Stations, who has been wondering about top tunes and other musical programming problems, announced last week he would convene the "First Annual Pop Music Disc Jockey Convention and Seminar" March 7-9 at the Muehlebach Hotel, Kansas City.

Progress made by country and western disc jockeys with their annual Nashville convention prompted Mr. Storz to announce his disc jockey roundup. He sounded out djs and program directors as well as record companies and found agreement that the idea should have been tried long ago. Of 30 disc jockeys, 26 said they would attend and three others said they would try to be there. Only one dissented.

Among questions slated for discussion: importance of commercial treatment to sales impact; how a disc jockey can best promote his station and himself; are top 40 tunes beamed only at teen-agers?, how can djs best guide future trends to better quality music?

Mr. Storz is lining up top program people for the meeting, he said. The opening night (Friday) will be set aside for registration and a reception. Business sessions will be held Saturday, winding up with a banquet and show featuring recording stars. Sunday's program will end by mid-afternoon so delegates can be home for Monday programs. Advance registration can be made with Bill Stewart, c/o Storz Stations, 820 Kilpatrick Bldg., Omaha 2, Neb.

Storer Earnings Drop Seen in WVUE-TV Move

A drop in Storer Broadcasting Co. earnings was anticipated when the company decided to go into independent operation with a fourth tv station—WVUE-TV Wilmington-Philadelphia, the largest available market—according to a letter sent to a stockholder by President George B. Storer.

Storer earnings for the nine months ended Sept. 30 (after taxes) totaled $5,249,942, or $2.12 per share, including non-recurring net capital gains of $1,962,716 (after taxes) or 79 cents per share. The 1956 nine-month earnings amounted to $1.58 per share.

Third quarter earnings amounted to $820,008 or 33 cents a share, a drop from the $1,066,019 or 43 cents in the same 1956 quarter.

Gross radio revenues were substantially higher for the nine months of 1957 but tv revenues were down, "reflecting the sale of two unprofitable uhf stations and the expected dislocation and expense of replacing WBRC-TV (Birmingham, Ala.), with WVUE-TV. As WVUE-TV achieves its expected potential, this situation should materially improve," according to the Storer nine-month earnings report.

Writing to James H. Sheppard, of Grand Rapids, Mich., who claimed to represent clients owning several thousand shares of Storer stock, Mr. Storer said the Philadelphia tv station was acquired at a favorable price because it was losing money.

Heavy investment in new facilities and programming is expected to pay off, he said, but operating profit may be off as much as 16%, which is offset by the capital gain in sale of WBRC-TV Birmingham. "I am hope-

WGY-WRGB (TV) OPENS NEW CENTER

A new radio-tv broadcast plant for WGY-WRGB (TV), General Electric Co. stations, was formally opened Thursday in suburban Schenectady, N. Y., 35 years after the first broadcast signal was put on the air.

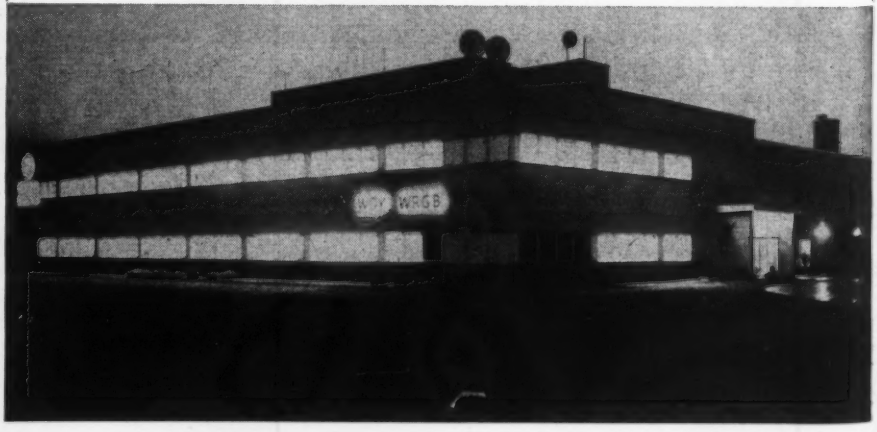
The new radio-tv center, built at a cost of $2.5 million, is two stories high and includes 54,000 sq. ft. of floor area. Designed by GE and Austin Co., engineers, the building is located on a 10-acre plot in Schenectady. An electrical sub-station behind the building has a capacity of 2,000 kw.

Lighting of the largest tv studio, 45x90 feet, is rated at 280 kw. Designed for color, the studio has nearly a third of the center's air-conditioning capacity of 300 tons. The second studio is 45x70 feet. A third one-man studio has glass walls for out-of-studio cameras.

Three radio studios are grouped around master controls, flanked by a recording room. The tv master control features latest GE equipment, with the signal microwaved to the main transmitter in the Helderberg Mountains. The master clock is automatically synchronized via radio from the National Bureau of Standards in Washington, and is accurate within a quarter-second. The control room uses over 4,000 electronic tubes, according to W. J. Purcell, WGY-WRGB manager of engineering, who took an active role in planning the new center.

WGY went on the air Feb. 20, 1922. It served as proving ground for the 20-kw water-cooled tube with air-tight glass and copper seal, forerunner of the present 50 kw transmitters. Other experiments included the Alexanderson multiply-tuned antenna for trans-oceanic radio, the condenser microphone and the magnetic recording pickup.

GE started practical tv experiments in 1928 with a telecast of Al Smith's acceptance of the Democratic Presidential nomination in nearby Albany. Four tv sets picked up the signal, which used mechanical scanning. Regular programming began Nov. 6, 1939. Original GE tv research started in 1926 under Dr. E. F. W. Alexanderson. Theatre tv was performed in 1930 at Proctor's Theatre, Schenectady, with use of a giant screen. A geometric pattern was telecast overseas in 1931, and was received in Germany and later in Australia.



ful that we will achieve black figures at Philadelphia within the next 12 months," Mr. Storer added. He said dividend payments are not to be cut since they represent about 35% of net earnings and 25% of cash earnings.

In explaining the problem of the tv independent, Mr. Storer cited KTTV (TV) Los Angeles sales figures, which rose spectacularly from $412,151 in 1949 to $4,140,641 in 1953 and $8,943,000 in 1956. He said WBRC-TV sales in 1956 were less than 25% of the KTTV volume. WGN-TV Chicago was cited as another example of independent growth.

The four other Storer tv stations (WJBK-TV Detroit, WSPD-TV Toledo, WJW-TV Cleveland and WAGA-TV Atlanta) showed an aggregate volume in October 1957 exceeding the same 1956 month by 4.6%. He said the stations are enjoying "an unusually fine season" and radio volume is up 15.5% for October.

The Philadelphia market is a battle of tv giants, he said, with large expenditures needed at WVUE-TV to compete with the other three tv stations. Mr. Storer noted a slackening in demand from July to October, adding that business is now up "but our forward commitments from advertisers are of a short-term duration rather than the long-term 52-week contracts which we formerly enjoyed. I hope that this situation will change, but until we have a restoration of general commercial confidence, I am afraid we will have to be content with this day-to-day existence."

Storer Broadcasting Names Shull Head of Company Film Office

Thomas B. Shull, account executive on national and regional sales in the film division of Music Corp. of America, has joined the Storer Broadcasting Co., Miami Beach, Fla., as director of film operations. He will headquarter in New York City, reporting to George B. Storer Jr.

MR. SHULL

Mr. Shull in 1954-55 was president and general manager of WTOM-TV Lansing, Mich., and prior to that was an account executive in NBC's Chicago film division. For the Storer group he will direct film operations on the company level. Storer tv stations are WJBK-TV Detroit, WJW-TV Cleveland, WVUE-TV Wilmington-Philadelphia, WSPD-TV Toledo, Ohio, and WAGA-TV Atlanta.

WRJN-AM-FM Holds Open House

More than 5,000 Sunday visitors came to see the new Radio Park studios of WRJN-AM-FM Racine, Wis., during the stations' seven-hour open house Nov. 10. The new building, situated on a square block in West Racine, cost $125,000 to build. Transmitters are adjacent to the 9,000-sq.-ft. plant. The WRJN-AM-FM move came one month before WRJN's 31st anniversary of broadcasting.

Cott Named V.P. to Head NTA's Radio-Tv Properties

Promotion of Ted Cott to vice president in charge of the radio and television properties of National Telefilm Assoc., New York, was announced last week by Ely A. Landau, board chairman of NTA. Mr. Cott will operate from New York headquarters, with local station managers reporting to him.

MR. COTT

Mr. Cott joined NTA last June and has been setting up the company's program for acquiring television and radio stations. The company has gone on record as saying it plans to purchase the full complement of radio-tv outlets authorized by FCC. Mr. Cott participated in the negotiations for the purchase by NTA of KMGM-TV Minneapolis (approved last week by FCC, page 80) and WATV (TV) and WAAT-AM-FM Newark, N. J. The Newark sale awaits FCC approval.

Mr. Cott is a veteran of more than 20 years in radio and television broadcast management. Before joining NTA, he was with DuMont Broadcasting Corp. 2½ years, serving as vice president and general manager of WABD (TV) New York, WTTG (TV) Washington and the DuMont Sports Network. He was with NBC five years as vice president and general manager of WRCA-AM-TV New York and operating vice president of the radio network. Earlier, Mr. Cott had been with WNEW New York for seven years, latterly as vice president in charge of programming and operations, and with the city-owned WNYC New York in executive capacities.

WTAX Poll Finds Musical Tastes, Points Its Programming That Way

A jury of 17 Springfield, Ill., residents prefer smooth arrangements of musical numbers and familiar popular hits, according to a poll conducted by WTAX Springfield. The jury idea was suggested by a plan in operation at WFIL Philadelphia [STATIONS, Oct. 26]. WTAX will alter several music shows to conform to the findings.

Six of the 11 top choices (a tie was found for tenth place) represented large bands. The panel heard 100 numbers representing varying types of music ranging from show tunes and marches to hymns and rock-and-roll. Jury members were guests at a dinner and received gifts.

No rock-and-roll number placed in the first 50 selections. Calypso met with varying success. A Harry Belafonte recording of "Mary's Boy Child" was in 19th place but his "Scratch, Scratch" was near the bottom. Hillbilly fared poorly but an Ernie Ford hymn, "Peace in the Valley," had a high score. Elvis Presley did not score well with his "Here Comes Santa Claus." The jury included four teenagers; two PTA members; one from the Springfield Council of Church Women, Junior League, Newcomers Club, American Business Club and Urban League. Others included a rural housewife, woman state employe, store saleslady, restaurant worker, owner of a small business and employe of a large industry.

NBC Holds Special Ceremonies For New Stations in Pittsburgh

The theme of an address at a luncheon Friday in Pittsburgh was brought up to date by an assertion that network radio is today's prime communication system for reporting news of the world and outer space. The speaker was Matthew J. Culligan, vice president in charge of NBC Radio.

Occasion was a "Radio Renaissance Luncheon" attended by 300 business and civic leaders and marking NBC Radio's return to the Steel City via its new owned stations WAMP and WFMP (FM), purchased Nov. 1. The network service officially was launched at 2 p.m. with the regular hourly news featuring newscaster Morgan Beatty who originated his broadcast from Pittsburgh.

Also speaking at the luncheon was H. W. (Hank) Shepard, general manager of the stations. Mayor David Lawrence proclaimed the day "WAMP and WFMP Day." Walter O'Keefe, host of NBC Radio's *Nightline*, was m.c. NBC's Charles R. Denny, executive vice president, operations; Thomas B. McFadden, vice president of owned stations and NBC Spot Sales, and Jerry Danzig, vice president of network radio programs, attended the luncheon.

TWO San Antonio stations, KENS-TV (ch. 5) and WOAI-TV (ch. 4), have started work on a joint tower they intend to make the tallest structure in Texas and the third tallest in the world. Supervising bulldozer work at the tower site southeast of San Antonio are (l to r): James M. Gaines, president-general manager of WOAI-TV; Albert D. Johnson, general manager of KENS-TV; Hugh A. L. Halff Jr., chairman of the board of WOAI-TV, and Charles Jeffers, WOAI-TV director of engineering. The tower is to be 1,531 feet tall.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KOVR (TV) STOCKTON, CALIF. • Sold to Gannett Co. (Gannett newspapers-broadcasting interests) by Hoffman Radio President H. Leslie Hoffman and associates in an overall $3.1 million transaction, following the breakdown of a deal to sell ch. 13, ABC-affiliated station to Hudson Valley Broadcasting Co. (Lowell Thomas, Frank Smith and others) for $3.5 million because of a tight money market [CLOSED CIRCUIT, Nov. 11]. Gannett is paying $1.1 million for the capital stock of the licensee, Television Diablo Inc., and assuming obligations amounting to almost $2 million (mostly debentures owing Mr. Hoffman). Gannett owns newspapers in New York, New Jersey, Connecticut and Illinois, and also WHEC-AM-TV Rochester, WENY Elmira, WHDL Olean (minority), WINR-AM-TV Binghamton, all New York, and WDAN-AM-TV Danville, Ill. The announcement said Terry H. Lee, president-general manager of KOVR, will remain with the station until July 1, 1958. KOVR transmits the maximum 316 kw power, from an antenna atop Butte Mt., and covers 1.5 million population in the Central Valley area including Stockton, Sacramento and Modesto, according to the announcement.

WHOO-AM-FM ORLANDO, FLA. • Sold to Ted Estabrook by Edward Lamb for $250,000. Mr. Estabrook is the former owner of WERI Westerly, R. I., which he sold to William Sweeney for $74,000. Mr. Lamb continues to own WICU-AM-TV Erie, Pa., holds a cp for WMAC-TV Massillon, Ohio, and is the prospective purchaser of WTVQ (TV) Pittsburgh (cp for ch. 47) which two weeks ago was sent a McFarland letter respecting its application for extension of completion date [GOVERNMENT, Nov. 18]. WHOO operates on 990 kc with 10 kw day and 5 kw night, affiliated with ABC. Blackburn & Co. handled the transaction.

WJMS-TV IRONWOOD, MICH. • Ch. 12 cp sold to WDMJ-TV Marquette, Mich. (ch. 6), for $10,000 to be a full satellite of WDMJ-TV whose parent corporation is 99% owned by Frank J. Russell Jr., who also owns WDMJ Marquette.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 107.*

KMGM-TV MINNEAPOLIS, MINN. • Thomas P. Johnson and associates sold 75% interest to National Telefilm Assoc. for $650,000. NTA is a film syndicator, half-owner of NTA Film Network, and applicant for FCC approval for the $3.5 million purchase of WAAT-AM-FM and WATV (TV) Newark, N. J. Comr. Bartley dissented, asking for a hearing (see story, page 80). KMGM-TV is independent on ch. 9.

WRMA MONTGOMERY, ALA. • Sold to WRMA Broadcasting Co. by Ralph M. Allgood and Grover Wise (The Southland Broadcasting Co.) for $165,000. WRMA Broadcasting is owned by OK Realty & Investment Co. of Atlanta (WAOK Atlanta). Stan Raymond (one-third) is president of WAOK. WRMA is on 950 kc with 1 kw.

KAIR TUCSON, ARIZ. • Sold to Josh Higgins Radio Enterprises Inc. (owned by Joe DuMond) by William J. Hyland III, Dawkins Espy and James H. Duncan (Pima Broadcasting Co.) for $135,000. Josh Higgins Radio owns 65% of KXEL Waterloo, Iowa. KAIR is on 1490 kc with 250 w.

KSHO-TV LAS VEGAS, NEV. • Sold to Nathan Adelson and Mervyn L. Adelson by Frank Oxarart and others (Television Co. of America Inc.) for $70,000. The Messrs. Adelson each will own 50% of KSHO-TV. KSHO-TV is on ch. 13.

WJDM (TV) PANAMA CITY, FLA. • Sold to Mel Wheeler by J. D. Manly (WJDM-TV Inc.) for $60,000. Mr. Wheeler owns 96% of the station (with his wife owning remaining 4%). Mr. Wheeler is president, general manager and 25% stockholder of WEAR-AM-TV Pensacola and owns WTYT Titusville and WSCM Panama City, all Florida. WJDM (TV) is on ch. 7 with ABC, CBS and NBC affiliation.

WJBK-TV Detroit Gives Clients 12-Month Protection in Rates

WJBK-TV Detroit has converted to a 12-month rate protection policy for all schedules that run without interruption, according to Bill Michaels, managing director of the station and vice president of licensee Storer Broadcasting Co. The general industry policy is based on a six-month rate protection against price increases.

In announcing the plan Thursday, Mr. Michaels said it conformed to rapidly changing conditions in the industry and would provide mutual benefits to advertisers, agencies and media.

Writing to agencies, Mr. Michaels said Detroit is a mature tv market with set penetration rapidly approaching saturation. Reserve requirements for potential rate increases are a deterrent to approval of long-term tv budgets, he explained, adding that agency-advertiser reaction thus far indicated the policy would have a stabilizing effect on the industry buying picture. He added:

"Basically, we simply agree with the contention of many advertisers that in today's mature tv market they should be able to budget their appropriation for a station schedule without the psychological and financial obstacles of potential rate increases before completion."

Hines Said Fired From WGST For Airing 'Personal Views'

William Hines, news editor of WGST Atlanta, was reported fired last week by the U. of Georgia board of regents for broadcasting personal views on a news show, violating board policy. The board is licensee of the Georgia Tech-operated commercial station.

Mr. Hines, former city editor of the *Atlanta Constitution* and retired as a government information officer in Washington, told local papers he had expressed personal views in the past but was not censured until he commented on the re-election candidacy of Atlanta Mayor William B. Hartsfield. He said he had been warned after a September broadcast in which he stated that Mayor Hartsfield had won the city primary on the strength of Negro votes, an assertion he repeated in his final newscast for WGST Nov. 19. One of the board's radio committee, which dismissed the newsman, is Allen M. Woodall, president of WDAK-AM-TV Columbus, Ga.

NBC Affiliates Group Seeks Additional Circuits for DST

A committee of NBC-TV affiliates conferred with AT&T officials last week in an effort to get additional intercity circuits for the network for next year's Daylight Saving Time months. Unless the additional facilities are forthcoming, NBC pointed out, affiliates in Huntington-Charleston, W. Va., Detroit, Cincinnati and other major markets will not be able to take advantage of NBC-TV's videotape plan for overcoming the annual DST problem [NETWORKS, Nov. 11].

AT&T authorities noted that they could not yet forecast tv facility needs for next year's DST period because the three networks' reports on requirements are not due to be filed until Jan. 27. If shortages are indicated, they said, every effort will be made to solve them.

No firm decisions were reached at the

LIGHT UP THE SKY

WHEN station President W. D. (Dub) Rogers Jr. "lit" the birthday candle to mark the fifth anniversary of KDUB-TV Lubbock, Tex., Nov. 13, over 434,000 watts flared in the Texas sky. KDUB-TV's 842-ft. tower became the "biggest birthday candle in Texas and the world."

The 842-ft. tower carried 301 white 100-watt bulbs, 98 of which were replaced with 100-watt photoflash bulbs for the initial lighting. The used flash bulbs were immediately replaced with 100-watt bulbs. Wiring of the tower involved 400 hours of on-the-ground assembly.

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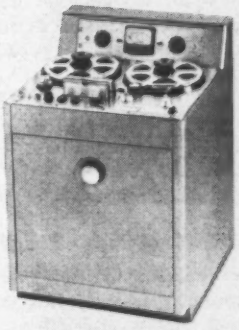

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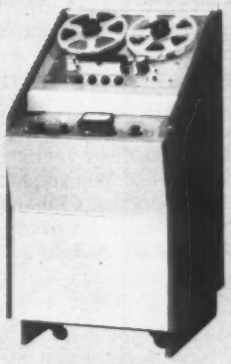
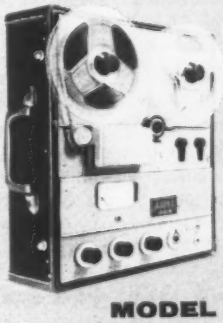


MODEL 350



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meeting and additional sessions are expected to be held. The NBC committee consisted of Lawrence H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit; John T. Murphy, WLWT (TV) Cincinnati, and Niles Trammell, WCKT (TV) Miami.

Complete Criminal Court Trial Taped, Filmed by WHAS-AM-TV

As the drawn-out Bullitt robbery case wound up 11 days ago, WHAS-AM-TV Louisville, Ky., recorded and filmed the entire proceedings in Jefferson County Criminal Court. The WHAS stations had given wide play to the story since the robbery occurred in 1956 [TRADE ASSNS., Nov. 11].

After some years of cooperation from the Jefferson County Criminal Court, WHAS and WHAS-TV for this trial were allowed by Judge L. R. Curtis to set up seven microphones and to use lights for filming, which were on throughout the day of the trial. Later, Judge Curtis and Commonwealth's Attorney A. Scott Hamilton told station newsmen they were glad the decision had been made to record the entire proceedings, agreeing that broadcast coverage in no way impeded trial conduct.

Mr. Hamilton said he would like to see WHAS-TV do live coverage of an entire trial at some future date and that he believes courtrooms eventually must be opened to all news media, in contradiction to the American Bar Assn.'s Canon 35, which recommends against cameras and microphones in courtrooms.

Television and radio reports were broadcast by WHAS-TV and WHAS throughout the day of the trial. After the 7:06 p.m. verdict declaring ex-chauffeur James Easley guilty of robbing the late William Marshall Bullitt, WHAS prepared a 65-minute recorded digest of the trial from nearly three hours of tapes. This was broadcast at 10:30.

Crowell-Collier Reports Profit

Crowell-Collier Publishing Co. (KFWB Los Angeles), New York, which in 1956 registered a $4.4 million loss before getting out of the magazine publishing business this past January, last week reported third-quarter profits of $888,774 and nine-month profits of $2.8 million. Sales for the 1957 third quarter came to $8.1 million and for the nine-month period $22.7 million. Both earning figures were tabulated after deduction of non-recurring charges of $260,000 applicable to 1956 and arising out of suspension of the three magazines, *American, Woman's Home Companion* and *Collier's.*

Bartell to Manage WILD

Gerald A. Bartell, president of the Bartell Group, announced last week he is assuming general management of WILD Boston. John Box, former general manager, has resigned. Joining Mr. Bartell on the executive team at WILD are Zinn Arthur, William McKibben and Jack Carney. Mr. Arthur was a New York and Hollywood publicist. Mr. McKibben was sales manager of WDEL Wilmington, Del.

THE payoff for top men in the Peters, Griffin, Woodward "Lucky Buck Radio Sales Drive" came at a New York Korvette discount store, where Robert Sommerville (c) and Don Frost (r) took their pick of prize merchandise. (Lee Bellotin [l], manager of the store, helped them make selections.) Radio account men Sommerville and Frost split $5,000 top honors with William Bryan (not pictured) of PGW's Detroit office for bringing in the most new radio spot business during the summer and early fall. The representation firm gave out a total $10,000 worth of prizes to salesmen all over the country. Radios scored high in their choice of merchandise, it was reported.

WLVA-AM-TV in New Studios

Staff and management of WLVA-AM-TV Lynchburg, Va., have moved into the stations' new studios and offices at 2320 Langhorne Rd., near the center of the city, it has been announced. Grand opening has been scheduled Dec. 14-15, when the public will be invited to see the $125,000 plant.

Features they will see are a 1,600-ft. main tv studio (with doors large enough to accommodate new automobiles) and auxiliary studios, modern radio, recording and control facilities, cafeteria, film facilities, interconnected art and photo lab, offices and lounges. The one-story structure overlooks the Blue Ridge Mountains.

KALI, XEGM Offer Package Rates

An agreement between XEGM Tijuana, Mexico, and KALI Pasadena, Calif., has been announced by H. Scott Killgore, president of Tele-Broadcasters Inc., owner of KALI. Effective now, the stations are being sold on a combination basis to national and regional advertisers.

The move is the latest by KALI in its Spanish-market expansion and represents a combined listenership for the two stations of more than a million, according to Mr. Killgore. Gustavo Faist Moran remains as general manager of XEGM, and that station becomes an affiliate of the 18-station Sombrero Network, Mr. Killgore said.

Hayes' Name for Satellite Gets Backing from Congressmen

Four members of Congress have endorsed a suggestion by John S. Hayes, president of the Washington Post Broadcast Div. (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.) that the first U. S. space satellite be named "The Freedom Sphere." Mr. Hayes advanced the idea in an open letter to President Dwight D. Eisenhower Nov. 13.

Backing the proposal are Sens. John Marshall Butler (R) and J. Glenn Beall (R) of Maryland and Reps. Joel T. Broyhill (R) of Virginia and DeWitt Hyde (R) of Maryland. In statements broadcast by WTOP, they urged the President and the American people to adopt the name. Mr. Hayes' letter to the White House put forward "The Freedom Sphere" as a designation that would "renew the confidence of people everywhere in the creative ability of our free society and be a tangible result thereof. . . ."

A smaller "Freedom Sphere," a historical time capsule, stands in front of Broadcast House, home of the WTOP stations, placed there at the time the studios were dedicated.

WSOY Announcer's Tragedy

Al Rowe, WSOY Decatur, Ill., announcer, discovered while broadcasting from a hospital that his daughter was among those critically injured in an auto accident. The daughter, Donna, 17, died a few hours later. Two persons were killed and six injured in the accident. They were taken to Decatur-Macon County Hospital where Mr. Rowe broadcast from the emergency room.

REPRESENTATIVE APPOINTMENTS

KTVU (TV) Oakland, Calif., appoints H-R Television Inc.

KIRO-TV Seattle, appoints Peters, Griffin, Woodward.

WAMV E. St. Louis, Ill., appoints Weed & Co.

KFIV Modesto, Calif., appoints George P. Hollingbery.

STATION SHORTS

WBTV (TV) Charlotte, N. C., has ordered RCA color video tape recorder and expects to have it installed and in operation by September 1958. Priced "in excess of $100,000," recorder is 7 feet high, 13 feet wide and records black and white, picture and sound on two-inch wide reel of tape that has playing time of 64 minutes.

WHIL-AM-FM Hempstead, L. I., announces new rate card (No. 8) with 25% increase in top one-time hourly rate. New top one-hour rate is $200. One-minute spot rates now $25 for Class A time and $21 for Class B. Station also announces power increase from 250 w to 10 kw.

Only a few

Proceedings of the IRE

special issues

are still available Each issue of *PROCEEDINGS OF THE IRE* is the result of the most advanced thinking in the field of radio-electronics. Based on exacting research, and written by men who are foremost in their specialty, these issues are invaluable works of reference. This is also material not available from any other source. As the official publication of *The Institute of Radio Engineers,* PROCEEDINGS presents the years-ahead ideas on which new advances are based. These history-making issues, originally over-printed for reserves are rapidly being exhausted and will not be reprinted.

YOU CAN STILL GET:

VERY LOW FREQUENCY, *June, 1957* — New research in the very low frequency band, below 30 kc., opens up greater portions of the radio spectrum for communication purposes. VLF has many new and important uses. A reference work you'll need for years.

SINGLE SIDEBAND, *December, 1956* — A round-up of recent technical discoveries as presented by the Joint Technical Advisory Committee through its sub committee on Single Sideband techniques. This special study for the FCC points up the many advantages of single sideband.

FERRITES, *October, 1956* — This new group of solid state materials outmodes the intermittent "pulse" system of World War II radar. The ferrites allow simultaneous sending and receiving on a single microwave antenna; as well as full-power transmission in microwave ranges with reduced power loss and interference.

SOLID STATE ELECTRONICS, *December, 1955* — This issue heralds the arrival of a new epoch in radio electronics — the solid state electronics era. Defined and named with the birth of the transistor, this concerns the control and utilization of the electric magnetic and photic properties of solids. There are now whole new classes of electronic devices due to discoveries in this field.

SCATTER PROPAGATION, *October, 1955* — Here's radio history in the making. This issue presents practical application of a new principle in the fields of broadcasting and electronics. Thirty-five papers lay the foundation of a new means of communicating over long distances.

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NAME OUR CHANNEL 12

Clarksburg, W. Va.

WBOY AND WIN

- A fabulous week for 2 at
  THE GREENBRIER
  White Sulphur Springs, W. Va.
- ELECTRIC-EYE MOVIE CAMERA
  By Bell and Howell
- POLAROID LAND CAMERA
- 12 other wonderful prizes

USE THIS INFORMATION TO

help you name the symbol of Clarksburg's new high-power TV station

- Covers the virgin market of Central W. Va. (Clarksburg — Fairmont — Morgantown)
- Rich in coal, oil and gas
- Untouched to date by a direct TV signal
- Captive audience—666,315 population
- Buying income $1,119,746,000
- $200/hr. AA network time: $250 national spot.

Contest open to all readers of this magazine. Ends January 5, 1958.

FY2

MAIL YOUR ENTRY TODAY TO

WBOY-TV

CHANNEL 12

Exclusive in Clarksburg, W. Va.

NBC INTERCONNECTED abc

George Clinton, Gen'l Mgr. • Rep. by Avery-Knodel

A Member of The Friendly Group

I suggest the following name:

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Name_____

Company_____

Address_____

DON'T DISRUPT TV, AMST EXHORTS FCC

- **Comments on 25-890 mc study**
- **Urges awaiting report by TASO**

Any reduction or change, whatsoever, in the current 82 channel frequency assignments could be disastrous to the tv industry, and efforts in these directions should be put off until mid-1958 when the Television Allocations Study Organization produces its findings.

This is the basic position of the Assn. of Maximum Service Telecasters Inc., which today (Monday) filed its response to the current FCC inquiry into uses of 25-890 mc portion of the spectrum. The group filed a 33-page document, including 15 exhibits, showing the status of the tv industry.

TASO studies are well underway, and AMST believes any Commission orders towards more efficient use of the spectrum between 25-890 mc would be premature "until this great industry research effort is concluded." Meanwhile, it warns that an upward shift in frequencies would wipe out an industry investment of more than $400 million. The group also made it plain that such a move would result in degraded service because of propagation limitations and other factors.

AMST justified the retention of present tv channels for exclusive broadcast use by spelling out current utilization. It said that after 12 years of commercial tv, 575 on-the-air stations (including translators and satellites) have an average frequency loading of seven operating stations per channel whereas it took am stations almost 25 years before they averaged 10 per allocated am frequency. With the exception of ch. 64, AMST said, there is at least one authorized or one requested station for each of the 82 channels indicating 98.8% utilization as of mid-October 1957.

AMST noted that each of the 12 vhf channels now averages almost 63 million viewers per channel with uhf outlets serving "large populations." Furthermore, the petition stated, 99.9% of all American families live within the service area of at least one station; the average tv home has a choice of five signals, and 77% of all tv homes are within range of four or more stations.

After documenting such items as tv retail expenditures since 1946 as $19,053,481,000 the AMST petition detailed various data to show how the public benefits and depends on tv. Adding that it is a growing industry, AMST repeated that it is adamant against any space reductions or share-channel arrangements, regardless of their nature.

As for new technical improvements reported here and there on how to achieve more efficient use of the spectrum, AMST would again wait and see what TASO recommends.

FCC Sets New Tower Criteria

The FCC last week broadened its rule-making on its proposal to require that towers over 500 feet above ground be built in "farm areas." The Commission included new criteria for determining whether applications for towers will require special aeronautical study. Inclusion of comments on the new criteria was recommended by the Joint Industry Government Tall Structures Committee.

Objectives of the new proposed rule-making would be to provide (1) protection for low altitude intercity air routes; (2) additional protection for high density air traffic areas, present and forecast; (3) increased protection for airways and heavily-traveled flyways; (4) additional protection for areas in the vicinity of airports and (5) areas for erection of radio and tv towers. The FCC invited comments on the new proposals by Dec. 30.

NTA GETS FCC OKAY ON BUY OF KMGM-TV

- **Bartley dissents sharply**
- **Notes Justice-NTA suit**

National Telefilm Assoc., a major television film distributor, last week received a green light for purchase of its first tv station when the FCC, by a vote of five to one, approved NTA's $650,000 purchase of 75% interest in ch. 9 KMGM-TV Minneapolis, Minn.

FCC Comr. Robert T. Bartley issued a sharp dissent. He urged that a hearing be held on this application. Comr. Rosel H. Hyde was absent.

The Commission's approval was "without prejudice" to whatever action may be appropriate following the outcome of a government antitrust suit against NTA. Last April the Dept. of Justice filed an antitrust suit against NTA and four other tv film distributors, alleging they forced tv stations to buy films in packages, thus violating the block-booking prohibition in the 1947 motion picture consent decree. Earlier, the government filed a similar suit against Loew's Inc., a 25% owner of the Minneapolis station.

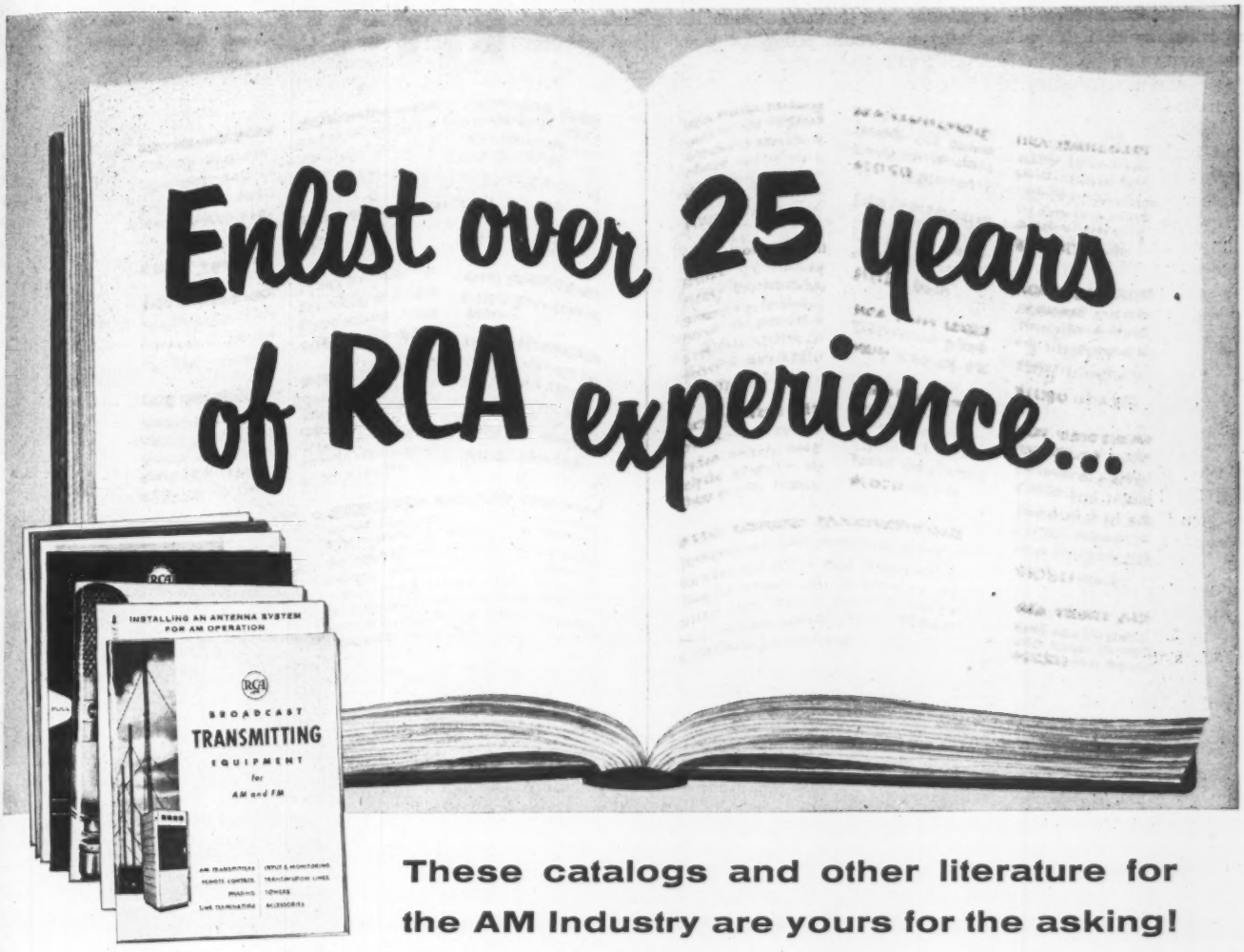
The FCC's approval came after the Justice Dept. was informed of the application for purchase [GOVERNMENT, Nov. 4]. Apparently the Justice Dept. did not ask that the transfer application be held in abeyance.

Only last month NTA contracted to pay $3.5 million for WAAT-AM-FM and ch. 13 WATV (TV) Newark, N. J. This application is now pending before the Commission.

NTA is headed by Ely A. Landau as chairman, with Oliver A. Unger as president and Harold Goldman as executive vice president. It is a publicly held corporation with its stock traded on the American Stock Exchange.

Last spring NTA inaugurated the NTA Film Network, which has 134 outlets. The NTA Film Network is 50% owned by NTA and 50% by 20th Century-Fox Film Co. Among NTA's major film properties today are 450 20th Century-Fox features for which it will pay over $30 million over a five-year period; such series as *Sheriff of Cochise*, *China Smith* and *Combat Sergeant*. Two weeks ago NTA bought "more than 50%"

Planning a Radio Station?



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As a special service to prospective radio station owners, RCA offers a variety of publications, prepared by experts in their fields, which will be of assistance to you in your broadcast operation.

Equipment catalogs, such as the *RCA Broadcast Transmitter Catalog* and *Audio Equipment Catalog*, contain comprehensive information respectively on AM Transmitters, Remote Control, Phasing, Input and Monitoring Equipment, Transmission Lines, Towers and Accessories; and Microphones, Consolettes, Amplifiers, Turntables, Tape Recorders, Speakers, Intercom, Test Equipment. Individual Catalog Sheets on the various equipments also are available.

Special RCA articles on broadcast equipment and operation are provided. For example, you can get a copy of a paper "Installing an Antenna System for AM Operations," an article on a new Automatic Turntable, another on an Audio Program Amplifier, with automatic gain control —a report on "How the 50 KW AM Ampliphase Transmitter Operates," and many other articles of timely interest, including eyewitness reporting of AM station planning and operation in various localities.

And typical of the other helps available, "A Functional Display of RCA Radio Broadcast Equipment" provides a fast reference guide in handy "pull-out" form. The signal path is traced from pickup source to antenna radiation, showing equipment requirements at every point.

Here's a veritable gold mine of helpful planning materials all ready to go to work for you. For any of the above items, or additional information, write to RCA, Dept. **20-22**, *Building 15-1, Camden, N.J.*

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Broadcast and Television Equipment • Camden, N. J.

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of Associated Artists Productions [FILMS, Nov. 18].

The independent KMGM-TV began operating in January 1955. It was bought by its present owners in 1956 for $1.14 million plus assumption of $315,500 in obligations from Morris T. Baker and family. Mr. Baker had acquired control of the ch. 9 Minneapolis outlet in 1954 for $300,000. Present owners of KMGM-TV include Thomas P. Johnson (22.2%), Seymour Weintraub (Flamingo Films) (15.88%) and others. Mr. Johnson and some other stockholders have interests in WENS (TV) Pittsburgh. Other stockholders have interests in WTVW (TV) Poland Springs, WPOR Portland, and WABI-AM-TV Bangor, all Maine.

Loew's Inc., which acquired its 25% interest in KMGM-TV last year in exchange for making its MGM library of feature films available for telecasting, also owns 25% of KTTV (TV) Los Angeles and KTVR (TV) Denver, Colo. It is the long-time owner of WMGM New York.

When the KMGM-TV transaction is consummated, it will be 75% owned by a tv film syndicator and 25% by a Hollywood feature film producer (MGM).

Mr. Bartley's extensive dissent called for a hearing on the application. He alluded to NTA's statements that it intends to apply for the maximum permissible tv outlets and raised questions regarding concentration of control and methods of operation in light of NTA's film distribution activities.

"I am of the opinion," Mr. Bartley said, "that since this constitutes the first application by this organization for a license under the Communications Act, the Commission should have before it complete information as to the proposed method of operation by NTA of the tv stations it seeks. Particular emphasis should be placed on the competitive practices it proposes to follow in its 'negotiations' for tv film with its own stations, as compared to its dealings with other stations in the markets where it proposes to operate. . . ."

The FCC commissioner also called attention to the government's antitrust suit against NTA and suggested a hearing is necessary to "consider and evaluate" the syndicator's conduct.

Mr. Bartley concluded his dissent with the following:

"I believe that because of the 'vertically-integrated' nature of the proposed transferee's organization, the potential competitive impact on other television stations in the markets where NTA proposes to operate its own stations, and the matters discussed above, the Commission should obtain full and complete information on the record on these aspects of the case before attempting to determine whether this transfer will serve public interest, convenience and necessity."

KSTP-TV Minneapolis first had raised the antitrust issue when it filed an objection to the sale with the FCC.

FCC Blocks WPTZ (TV) Move

The FCC last week advised WPTZ (TV) Plattsburgh, N. Y. (ch. 5), that a hearing is indicated before the station can go ahead with the proposed modifications of its equipment and relocation of its main studio.

The Commission said the changes would be inconsistent with the agreement with Canada calling for equal signal strength at the border.

FCC Questions Sale of KCOP Following NAFBRAT Complaint

The $4 million purchase of KCOP (TV) Los Angeles by Bing Crosby, Kenyon Brown, George Coleman and Joseph Thomas hit a snag last week when the FCC asked for more information regarding the purchaser's programming plans.

The Commission's action follows by two months a request by the National Assn. for Better Radio and Tv that license revocation proceedings be instituted against KCOP's owner, the Copley Press Inc. [GOVERNMENT, Sept. 16]. NAFBRAT charged KCOP failed to meet the minimum program code requirements established by the NARTB. NAFBRAT also asked for a hearing on the sale application.

Principal charges made against KCOP by NAFBRAT were "imbalance" in the broadcast of opinion on controversial issues, programming of the Rev. Oral Roberts, an undesirable sponsor and an overload of commercials. KCOP denounced the charges as "an opinionated attack by a small California organization dedicated to censorship of radio and tv."

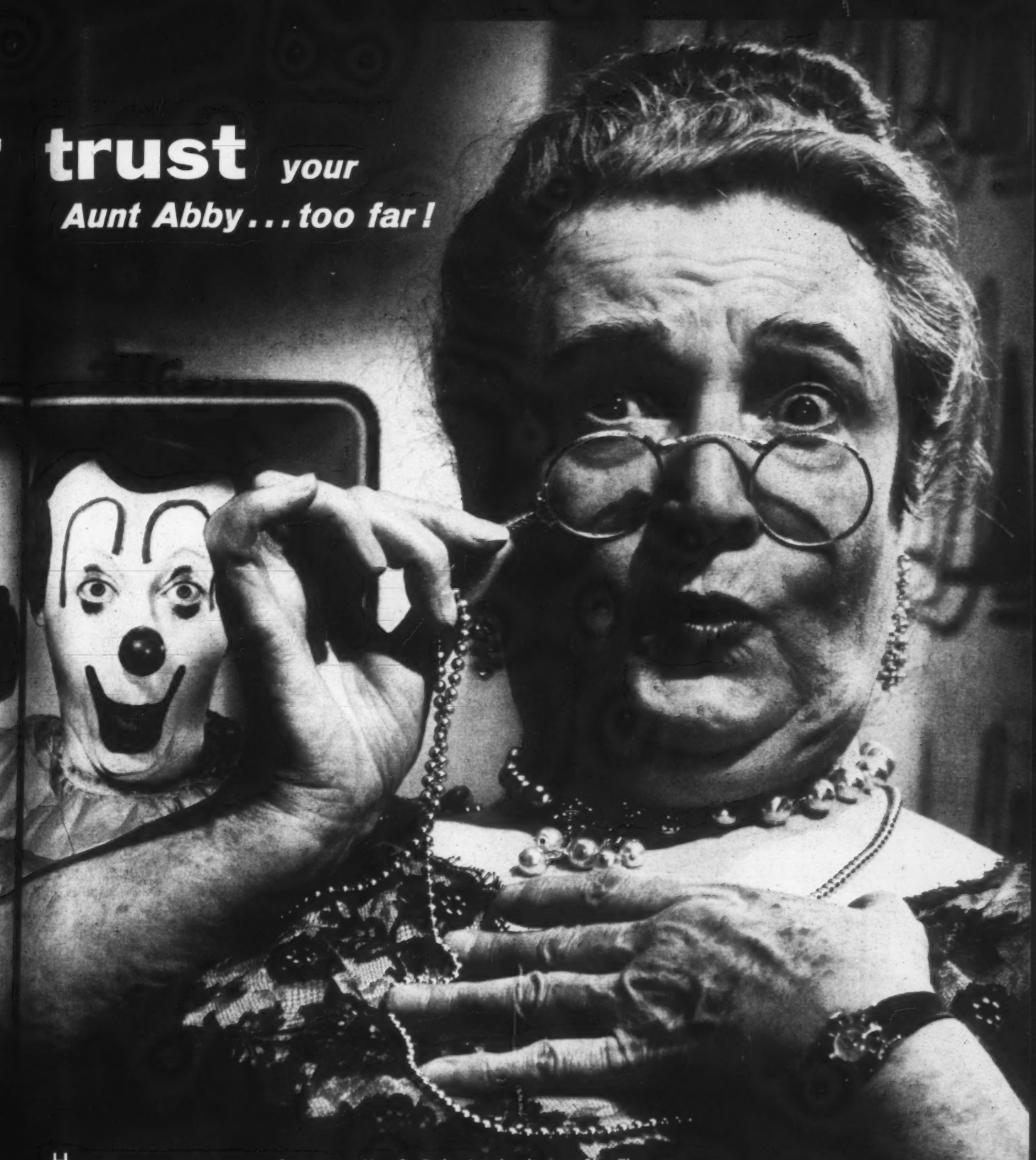
Revocation proceedings against KCOP are not warranted at this time, the Commission stated, but in view of the details set forth in the NAFBRAT complaint, more information is needed on the Crosby-Brown programming plans. The FCC pointed out that the buyers stated in the sale application that they planned "no substantial changes" in KCOP's programming format and that a subsequent amendment set forth programming plans in "very general terms. The Commission believes that the situation is one which calls for specificity on the part of the assignee either by reply to this letter or in a hearing." The buyers were given until Dec. 20 to file a comment or an amendment to their original application.

FTC Charges Tv Setmakers Exaggerated Screen Size

In separate actions last week the Federal Trade Commission charged two television setmakers with exaggerating the size of picture tubes and ordered another entrepreneur to stop alleging that plastic receiver attachments would induce color tv.

Advertising copy run by the Admiral Corp., Chicago, according to the FTC, describes sets as "21-inch," "21" or "24," followed by an asterisk referring to a footnote. The footnote, far removed from figures, says the FTC, states the viewable area of the tube in square inches and says that the other measure is diagonal. This deceives the public and diverts trade unfairly from competitors in violation of the FTC Act, the government contends. Admiral has 30 days to answer the complaint, and hearing is set for Jan. 16 in Chicago.

Another Chicago firm, Muntz Tv Inc., last week was charged with exaggerating pic-



Her opinions are interesting—of course. And she's sure to let you know—particularly when they concern television. But neither she nor all your other relatives should have too great a voice in evaluating a show. That's a job for pre-testing with impartial audiences.

How?—By having the show on film. Then you can test all you want—from here to Timbuktu—economically, efficiently.

And on film, when you want to make changes—you just splice 'em in! That's why *a good show is a better show on EASTMAN FILM.*

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New York 17, N.Y.	Chicago 1, Ill.	Hollywood 38, Calif.

or W. J. GERMAN, Inc., Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

ture size and misrepresenting that sets are sold directly from the factory. Horizontal measurements of Muntz sets are substantially less than the 21, 24 and 27 inches claimed, according to the federal agency. These sizes are printed in newspaper advertisements and marked on sets themselves, the FTC says. Moreover, the sets are sold by retailers, the complaint alleges, and not "factory outlets" as represented. The firm and Earl W. Muntz, president, who is named in the complaint, may answer in 30 days. Hearing is scheduled Jan. 21 in Washington.

Harry G. Kriegel, trading as Superior Products, New York City, was ordered by the FTC to stop representing in newspapers and periodicals that a plastic sheet he sells can simulate color television. Answering a complaint last spring, Mr. Kriegel said he did not own Superior Products and that sale of the product was discontinued June 1. The "Color-V" product is described by an FTC examiner as "a sheet of transparent plastic upon which is sprayed paint of orange color blending into green at one border and blue at the opposite border."

FCC Moves to Reopen Record In Ch. 5 Case at Lubbock

In a procedure not often used, the FCC last week by its own motion instructed its staff to prepare a document reopening the record in the ch. 5 Lubbock, Tex., proceeding. Texas Tech College, lone accepted applicant for the channel, holds an initial decision, proposing to use the commercial channel for an educational station.

The Commission emphasized that its action is not being taken as a result of a petition filed by a third party, although Western Tv Co. had requested the FCC to reopen the record. Western (David P. Pinkston and Leroy Elmore) also has filed an application for the channel which the Commission has not, as yet, accepted.

Hearing Examiner Millard F. French issued an initial decision last September recommending that ch. 5 be granted to Texas Tech. Before this decision became final, the Commission directed that it not be finalized pending further study. At that time, the FCC indicated it wanted to take a closer look at agreements by KDUB-TV and KCDB-TV, both Lubbock, to donate $30,000 each to Texas Tech.

In addition to considering the $60,000 offer, the FCC reportedly wants to determine at the proposed hearing if Texas Tech's state charter permits it to operate a commercial station, since ch. 5 is not reserved for educational use (ch. 26 in Lubbock is). It has been indicated the Commission does not want to close the ch. 5 door forever to commercial use.

C. L. Trigg formerly was an applicant for ch. 5 also and went through the early stages of a comparative hearing with Texas Tech. However, he withdrew his application last April, [GOVERNMENT, April 22] and in turn was paid $25,000 for "expenses."

FCC Orders KTHE Purchaser To Cease Illegal Operation

William S. Black, charged by the FCC with illegally operating KTHE Thermopolis, Wyo., was ordered Thursday by the Commission to cease operation of the station "immediately." Mr. Black was given 48 hours to inform the Commission of his compliance with the ultimatum.

Management of the station was assumed, without FCC approval, by Mr. Black following his purchase of the station's equipment for $5,000 at a July 5 bankruptcy sale. According to Commission records, KTHE is owned by the Thermopolis Broadcasting Co. (Joe C. Henry, president).

Warning of a possible unlicensed operation following the bankruptcy sale, the FCC asked the station to clarify its ownership. In reply, the Commission on Sept. 30 received a letter citing a lease agreement between Mr. Black and the station and stating that Mr. Black was managing KTHE pending an application for transfer of control.

The transfer application was filed Oct. 21. It stated that there would be no further consideration involved and that Mr. Black (owner of the *Thermopolis Independent Record*) was making equipment available to the station at no charge. Prior to filing of the assignment of license application, the FCC had asked Mr. Black to furnish a copy of the lease agreement and a report of the officers and directors of KTHE. This information was not furnished and the FCC sent a follow-up wire Oct. 21 again requesting a copy of the lease.

The FCC's action last week came after it had not received an answer to its Oct. 21 wire. The Commission informed Mr. Black that since he is not the licensee of KTHE, his operation of the station is in violation of the law, that his verbal agreement with the licensee is not sufficient to authorize operation of KTHE by him, and that his application for assignment of license cannot be processed while he continues to operate the station.

FTC Decision Finds Bottlers Clear in Merchandising Tie-ups

Coca-Cola Bottling Co. of New York Inc. and Pepsi-Cola Co., New York, will be cleared in a Federal Trade Commission complaint case involving use of radio-tv merchandising plans, if the recommendation of a hearing examiner holds.

Examiner Abner E. Lipscomb in separate initial decisions for the two firms said that FCC attorneys have no evidence to disprove the respondents' defense. Both hinged on contentions that contracts referred to in the complaints were local transactions, made by local concerns. The soft drink companies were in the group of nine charged with favoring chain store customers over others by using broadcast store promotion plans [GOVERNMENT, beginning July 30, 1956]. Six of the accused firms are appealing an initial decision by Examiner Lipscomb which would prohibit further use of the merchandising plans unless benefits were available to all store customers [GOVERNMENT, Oct. 28].

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Wcue
is Number 1 in Akron!
Between 8 a. m. and 5 p. m. daily, WCUE delivers more listeners for your ad dollar than any other Akron station. (In all other periods, just a whisker away from first.)*
See your JEPCO Man for details . . . or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.
*Cost per thousand study based on Pulse, July 1957
The ELLIOT STATIONS
great independents · good neighbors
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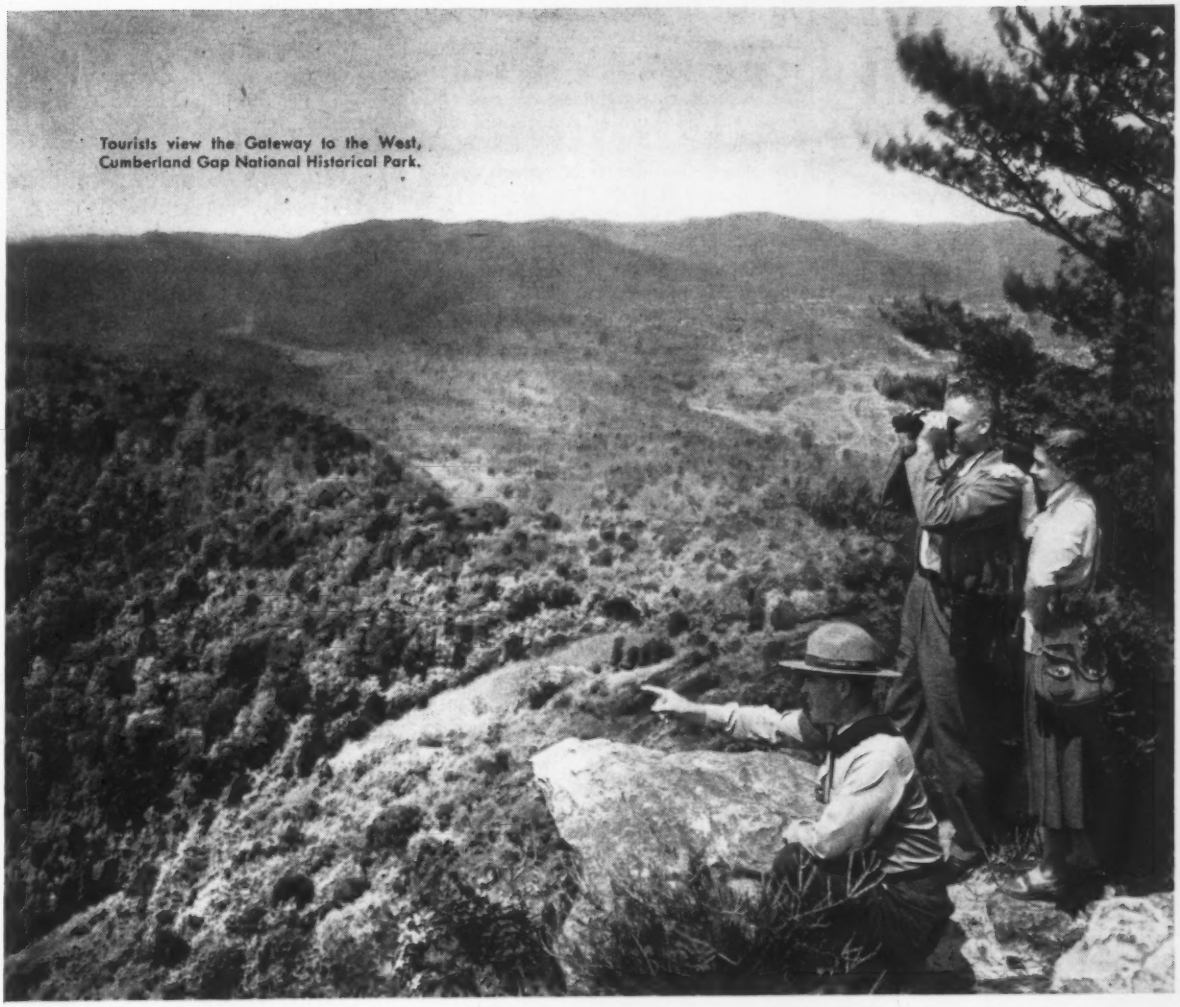

Tourists view the Gateway to the West, Cumberland Gap National Historical Park.

Cumberland Gap—where you can walk in the footsteps of Daniel Boone

Beyond the mountain wall was danger, hardship, perhaps death, but Daniel Boone was a man who had to go there. And so, in 1775, he led a party of pioneers through Cumberland Gap into the Kentucky wilderness. The Wilderness Road that he hacked out was to become one of the major arteries in the settlement of the West.

Today Cumberland Gap has been set aside for you as a National Historical Park—a gift to the people of the United States from Kentucky, Tennessee and Virginia. Here, where these three states meet, you can find traces of the original Wilderness Road, Civil War fortifications, limestone caves and other interesting geologic formations.

From the Pinnacle, a rocky cliff that towers above the Gap, you can see some of the East's most spectacular mountain scenery, little changed since the days of the Shawnee war parties.

It has been nearly two centuries since Boone went through the Gap and opened up the Wilderness, but Americans are still pushing back frontiers exploring the unknown. The microscope and the slide rule have replaced the long rifle, but the pioneering spirit remains unchanged. It is the story of America's past—it is the hope of America's future. You feel it strongly at Cumberland Gap.

FREE Tour Information

If you would like to drive to Cumberland Gap, or anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.—also ask for our colorful National Parks Map.

SINCLAIR AGAIN SALUTES "MISSION 66"... the 10-year conservation program for the Nation's scenic and historic heritage—your National Park System. Cumberland Gap National Historical Park and scores of other units of the System are being soundly developed and more adequately staffed, thanks to Mission 66. Its purpose is to enable more and more Americans to enjoy their priceless properties wisely, while safeguarding them fully for future generations.

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. . . when you're seeking a solid buy on the fabulous Golden Spread.
Now over 100,000 TV sets and nearly 200 million dollars in retail sales.
Power: Visual 100 KW
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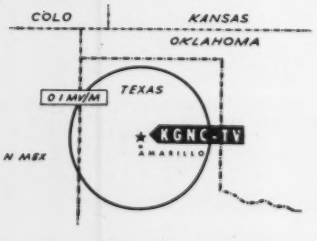
Antenna height 833 feet above ground
Use Channel 4-Sight — Amarillo's **Specialized** Television Station.



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS
CONTACT ANY KATZ MAN

U. S. Might Use Eminent Domain To Get Tv Time, Professor Says

Garnet R. Garrison, director of television of the U. of Michigan, Ann Arbor, thinks the government might use the right of eminent domain to put on educational programs in top-quality, commercial television time. He posed the idea in a speech before the Ann Arbor Rotary Club Nov. 13, telling club members that education shows for mass audiences would give a powerful boost to development of the country's scientific and intellectual processes.

Referring to a national shortage of science and mathematics teachers and technicians, Mr. Garrison said, "If tv is good enough to motivate a desire to purchase consumer goods, it's good enough to stimulate the desire to learn, to transmit to the many the educational leadership of the best."

Educational tv programs and noncommercial stations reach neither masses of children nor adults, Mr. Garrison said. "The principle of the right of eminent domain, whereby local, state and national governments may appropriate property for public use such as housing, schools and roads, may provide a possible parallel in the period ahead of us. Why should not the appropriate governmental agencies have power to exercise the right of eminent domain over broadcast time segments, taking over, if purchase is not easily possible, prime time spots on commercial stations and network so as to provide program outlets?" he asked.

FCC Orders Hearing on Sale Of KREM-AM-FM-TV by Wasmer

The hotly disputed $2 million sale of KREM-AM-FM-TV Spokane, Wash. (ch. 2), by Louis Wasmer to KREM Broadcasting Corp., largely owned by Mrs. Dorothy S. Bullitt, [AT DEADLINE, July 15] is in for a thorough FCC inspection.

Television Spokane Inc., which at one time withdrew from a comparative struggle for ch. 2 with compensation, has insisted that part of its withdrawal agreement with Mr. Wasmer included a "first refusal" option to buy KREM-TV (only) if it was ever up for sale. Mr. Wasmer denied this, stating that Television Spokane never made an actual offer. He proceeded to sell the three-station package to Mrs. Bullitt, who is principal stockholder of KING-AM-FM-TV Seattle and KGW-AM-TV Portland, Ore.

Last week the FCC ordered a hearing on all aspects of the dispute including whether Mrs. Bullitt's purchase might give her undue concentration of media in the northwest. It also ordered Mr. Wasmer and Mrs. Bullitt to return the situation to "status quo" within 30 days if the sale has already been consummated. Comr. Richard Mack abstained; Comr. T. A. M. Craven dissented.

FCC Sets Dec. 20 for Comments

The FCC last week invited comments by Dec. 20 to the proposals for changes in the tv table of channel assignments by M&M Broadcasting Co., permittee of WMBV-TV Marinette, Wis., ch. 11, and by Television City Inc., permittee of WTAE (TV) MeKeesport, Pa., ch. 4. WMBV-TV wants to shift to Green Bay, Wis. WTAE (TV) wants to shift from Irwin, Pa., to Pittsburgh.

WLOF-TV Granted Modifications Despite Protests by WORZ

WLOF-TV Orlando, Fla. (ch. 9), last week was allowed to proceed with power and antenna hikes, transmitter modifications and other changes in spite of the protests of WORZ Orlando, which last June was the loser during FCC proceedings for the channel assignment.

WORZ currently is before the U. S. Court of Appeals seeking another FCC hearing. It thinks any improvements made by WLOF-TV (broadcast target date unknown) in the meantime will reduce WORZ' chances of winning if the court ever remands the case to the FCC. But the Commission told WORZ that its fears of being at a disadvantage are groundless unless the court instructs the FCC to consider the modifications.

FCC Delays Grant to KQAK, Though KAUS Protest Dropped

A complaint of possible economic injury against am applicant KQAK Austin, Minn., was dropped when the protesting resident station, KAUS Austin, refused "to the last" to produce its books and show how it stood to be injured.

But the FCC last week nonetheless postponed its previous grant to KQAK and designated its application for a hearing. KQAK had claimed that KAUS no longer had a case against it when that station withdrew its charges.

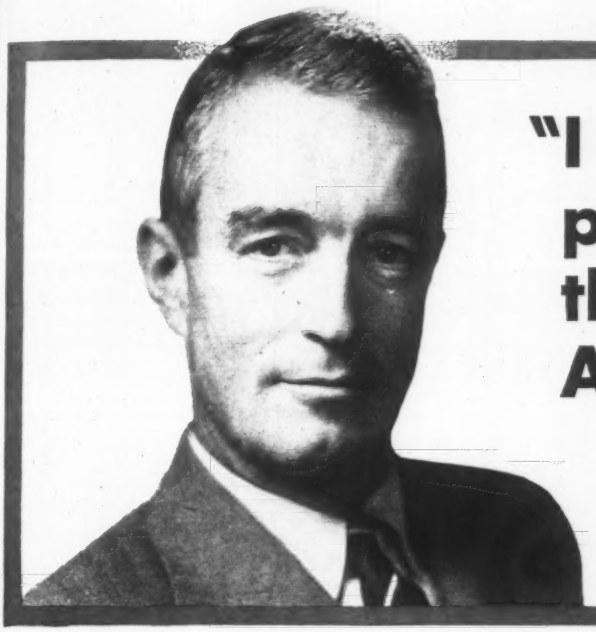
But the Commission still wants to look into the possibilities of interference and violation of its 10% rule. That rule, with exceptions, requires an applicant to serve at least 90% of the population within its normally protected contour. KAUS maintains that KQAK won't be able to do this because of interference.

Three More Fm's Want Extension

WNAV-FM Annapolis, Md., last week joined the ranks of those fm outlets unwilling to comply with the FCC's multiplexing requirement which is scheduled to become effective Jan. 1 [GOVERNMENT, Nov. 4].

The station, which specializes in store broadcasting, asked the Commission to delay the required effective installation date of the new equipment until next July. Otherwise, it said WNAV-FM will be forced to discontinue operation or drastically change its format, which is unfeasible.

Two other fm outlets, KUTE-FM Glendale, Calif., and WEAW-FM Evanston, Ill., both concerned with equipment problems, also want a waiver until July 1. The FCC already has postponed the effective date several times in response to similar fm station requests.



"I read no trade publication more thoroughly than Ad Age..."

says **VICTOR ELTING, JR.**
Vice-President/Advertising
The Quaker Oats Company

"There is no trade publication I read more thoroughly than Advertising Age, both with respect to current news and certainly for its contributor columns. It is the best paper anyone in advertising — client or agency — can read."

VICTOR ELTING, JR.

A Princeton graduate, Mr. Elting has been with The Quaker Oats Company since 1931, when he started working in the package department of the Cedar Rapids plant. In 1934, he moved on to the production department in Chicago, and in subsequent years broadened his experience with retail selling and working with Quaker's new products. By 1943, Mr. Elting was manager of the product development department. Before succeeding to his present position as vice-president in charge of advertising (in 1953), he had been first a product manager, and then director of advertising.

In connection with his leisure-time activities, Mr. Elting describes himself as "a small-boat man," explaining that he enjoys piloting racing shells, canoes and sailboats. Among his other interests outside the field of advertising is the Lake Forest (Ill.) Public School System, which he serves as a board member.

ABC ABP NBP

1 Year (52 issues) $3

It's a safe bet that most of the advertising executives who are important to you rely on Advertising Age to keep on top of the news in this dynamic field. More than a news magazine, Ad Age also spotlights the trends and developments of marketing which help guide market and media selections. It's no surprise, then, that not only those who *activate*, but those who *influence* today's broadcast decisions consider Ad Age vital reading.

The Quaker Oats Company, for example, ranks among the top broadcast advertisers. A leading maker of cereals, pancake mixes and other products, this company earmarked more than a third of its 1956 budget for measured media just for television. Allocations for network time totaled over $2,900,000, while more than $619,000 was spent for spot advertising. Television expenditures for 1957 are expected to exceed the 1956 mark.

Every week, *19 paid-subscription copies* of Ad Age get a thorough going-over by Quaker executives with an interest in marketing. Further, *105 paid-subscription copies* get similar readership at Needham, Louis and Brorby, Inc. and Wherry, Baker & Tilden, Inc., the agencies coordinating Quaker tv.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

important to important people

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480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

AAP Makes New Sales; No Word on NTA Deal

Associated Artists Productions last week announced a series of new sales to stations of features it distributes, indicating business was "bright and as usual."

But not so clear was the disposition of AAP itself. As of late last week, National Telefilm Assoc., New York, stood on its original statement of two weeks ago that it has signed a contract for the purchase of more than 50% of the stock outstanding in AAP Corp. [FILM, Nov. 18].

Despite the NTA's stand, speculation flourished that NTA's bid may be blocked. Just how this could be achieved and by whom was not made clear. Interjected were these possibilities:

• Sale of majority stock in the motion picture company to United Artists. Reports circulated — but UA refused comment Thursday — that UA held a commitment allegedly made prior to NTA's for purchase of AAP stock owned by Board Chairman Louis Chesler and associates.

• Elliot Hyman, AAP's president, who reportedly wanted the company to continue in its present form, was said to be seeking additional financing with the hope that enough stock can be marshaled among other shareholders to block the Chesler sale.

• An unconfirmed report that Paramount Pictures might enter in the jockeying and put forth a bid on AAP.

None of these reports could be confirmed. Other than by NTA, there was no concrete evidence nor comment expressed. UA, for example, was tight-lipped, queries to that firm in New York eliciting only a "no comment." Paramount officials were not available. Mr. Hyman could not be reached and other AAP officials were not talking to newsmen.

AAP sales reported Thursday: KTVU (TV) Oakland (San Francisco market), not yet on the air but expected to premiere in the spring, for all the first-run Warner Bros. features, some 500 in all; WRAL-TV Raleigh, N. C., for the entire Warner library including cartoons; WTVM-TV Chattanooga, the entire Warner library, and Warner features to WICU-TV Erie, Pa., and WPBN-TV Traverse City, Mich. Still others: WTTV-TV Indianapolis, for a package of Warner features and cartoons, "horror-mysteries" and westerns and the *Sherlock Holmes* tv film series; horror-mystery package to WITN-TV Washington, N. C.; KFMB-TV San Diego; KERO-TV Bakersfield, Calif., and westerns to WGN-TV Chicago; Popeyes to WGEM-TV Quincy, Ill., and WFMY-TV Greensboro, N. C.; Warner cartoons to KFLY-TV Lafayette, La.; Gold Mine library sections to WNOW-TV York, Pa., and WTIC-TV Hartford.

Meanwhile, AAP reported about 11 stations already in for the four Christmas motion pictures it is distributing, with an average sale of two or more of the four films to each station.

INVEST

your money where the payoff is best. Buy consistently proven #1 TV station (KJEO-TV) in fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

Screen Gems Accounts for 20% Of Columbia Pictures' Gross

Screen Gems Inc., New York, accounts for about 20% of the gross earnings of its parent company, Columbia Pictures Corp., which envisions even better future results from the tv film subsidiary.

These points emerged from a discussion at Columbia Pictures' annual stockholders meeting in New York last week. Abe Schneider, first vice president of Columbia, revealed that for the fiscal year ended last June, Screen Gems' volume amounted to $22 million, compared with $11 million in the previous fiscal period. This was estimated at 20% of Columbia's gross. Approximately $4.5 million of the 1957 gross came from leasing fully-amortized, pre-1948 feature films to tv, he reported.

Mr. Schneider told the meeting there is "no truth" to reports Columbia is planning to "spin off" Screen Gems. He pointed out that SG has built up its production setup and its distribution system all over the world and asserted that increased income will accrue from sale of syndicated tv programs and feature films.

Desilu Buys Studios From RKO

A price of about $6,150,000 reportedly will be paid by Desilu Productions, Hollywood, for studio facilities and real estate owned by RKO Teleradio Pictures Inc. in Hollywood and Culver City, Calif.

Negotiations were being completed last week after an anouncement by Thomas F. O'Neil, chairman of RKO Teleradio, and Desi Arnaz, Desilu's president, that the companies had agreed on basic terms. Conducting the negotiations were Daniel T. O'Shea for RKO and Martin Leeds for Desilu.

Since Mr. O'Neil's acquisition of RKO Radio Pictures in a $25 million transaction [FILM, July 25, 1955], most of the features in the RKO library have been sold to Matty Fox and RKO's distribution exchanges closed about a year ago. Desilu's productions among others include *Lucille Ball-Desi Arnaz Show* (CBS-TV); *Walter Winchell File* on ABC-TV, and syndicated shows *Whirleybirds, Sheriff of Cochise, Official Detective* and *Those Whiting Girls.*

Arthur Loew Quits Foreign Unit

Arthur M. Loew, former president of Loew's Inc. (December 1955-October 1956), last week resigned as head of Loew's foreign subsidiary—Loew's International Corp.—effective Dec. 1. He has been earning $4,000 a week. Reason for his departure was not made known. Mr. Loew, son of the late Marcus Loew, founder of the firm, is the third top executive to resign in the past year. Others: Dore Schary, who had been production head at Metro-Goldwyn-Mayer's film studios (MGM is owned by Loew's) and Charles C. Moskowitz, former vice president and treasurer. Among the issues sounded during the past year at Loew's has been a charge that the company was not "cleaning house" fast enough of its highly-paid "old-line" executives.

Says: JOHN G. CULLEN, Chief Engineer, Station KRMA-TV, Denver, Colorado, Affiliate, Denver Public Schools System

"G-E camera tubes give us the clear, precise pictures students require in educational TV!"

"Our viewers look in order to learn. They study their TV screens closely. Whether adults or children, professional groups or hobbyists, their need for picture quality is higher than average.

"KRMA-TV's enthusiastic response from Rocky Mountain audiences proves we broadcast programs that are easily seen, followed, and understood. Here General Electric camera tubes serve us well. Their resolution is sharp—our pictures have exceptionally fine detail. Contrast is good. Ghosting from image burn-in is almost unknown.

"And dollar-wise our camera-tube investment has proved sound. Our records show that General Electric tubes have long life. When necessary, tube adjustments are made quickly and fairly. We're pleased on three counts: quality, costs, and helpful local service!"

* * *

Phone *your* nearby General Electric tube distributor for high-quality G-E Broadcast-Designed camera tubes . . . for fast, helpful service! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G4

NTA Net Income $1.95 Million In Fiscal Year Ended July 31

National Telefilm Assoc., New York, reported last week that net income for the fiscal year ended July 31, 1957, amounted to $1,094,031, equal to $1.60 per common share on 682,526 shares outstanding, as compared with a net income in the 1956 fiscal year of $441,877, equal to $0.68 per common share on the 650,000 shares outstanding.

During the 12-month period a total of $17,720,134 in exhibition contracts were written in contrast with $5,793,975 for the 1956 period, the report revealed. It placed film rentals for the 1957 fiscal year at $10,976,479 as against $3,818,627 in fiscal 1956.

Total assets of the corporation at the close of the fiscal year 1957 were listed at $32,143,270, compared with $13,092,934 a year earlier. The report stated that working capital on July 31,1957, was $11,806,936 and a year earlier amounted to $2,837,055.

ABA, CBS-TV Film Sales Plan 'Attorney-at-Law' Series

The American Bar Assn., which has been criticized by broadcasters because of the prohibitions imposed by its Canon 35 on courtroom coverage by radio-tv, last week announced plans to team up with CBS Television Film Sales and Producer Theodore Granik on a series of 26 half-hour films titled *Attorney-at-Law*.

ABA, which hopes through this series to depict the legal profession in a "more accurate light," will receive royalties from the program and sponsorship approval in exchange for making available to Mr. Granik some case histories. Not all stories will end happily, ABA pointed out, but the series won't make the lawyer appear as "A dupe or charlatan, a twister of the law to suit a shady character . . . or an unmitigated rascal."

Flamingo Buys Five RKO Series

Acquisition by Flamingo Telefilm Sales Inc., New York, of the tv rights to five film series from RKO Television is being announced today (Monday) by Robert Manby, vice president of RKO Teleradio Inc. and Herman Rush, president of Flamingo. The properties involved are *Screen Directors Playhouse, Soldiers of Fortune, Aggie, The Big Idea* and *Animated Fairy Tales*. RKO Television, Mr. Manby said, retains the tv distribution of its feature package and will be able to "concentrate on its program of the development and sale of various national network series on which co-production deals already have been set." Through this acquisition, Flamingo's catalogue totals 340 half hours of tv films, plus features and 194 cartoons, according to Mr. Rush.

Food Industry No. 1 User Of Syndicated Films—Ziv

The food industry has been termed the "No. 1 customer of syndicated tv film programs" by Ziv Television Programs, New York. The company reported that 37% of Ziv sponsors are processors, distributors or retailers of food and beverages.

A study by the company's research department shows that the number of food companies using Ziv tv shows has increased 49% in the past two years. The largest gain within the food category, the study reveals, came from soft drink bottlers, with three times as many bottlers on the client list today as compared with two years ago. Bakeries were the most actively represented group, in number of sponsors, followed by supermarkets, food packagers, meat packers, soft drink bottlers, dairies and beers and wines. Large regional advertisers include Hamm Brewing Co. (57 markets on *Harbor Command*), Interstate Bakeries (70 markets on *Cisco Kid*), Quality Bakers of America (18 markets on *Men of Annapolis*) and Colonial Stores (15 markets on *Dr. Christian*).

ABC-TV, SG Agree on 'Frankenstein'

ABC-TV and Screen Gems have made a co-production agreement for *Tales of Frankenstein*, a new series of 39 half-hour tv films to be produced both in Hollywood, where Screen Gems is negotiating with Bryan Foy to produce 20 programs, and in England, where James Carreras is sought as producer. Production will start as soon as possible, so ABC-TV and Screen Gems salesmen may be able to start showing the first films to prospective sponsors early in 1958, with series to be shown in the 1958-59 tv season.

Warner Completing N. Y. Move

Warner Bros. has announced that by Dec. 2 it will have completed the move of its entire New York offices from 321 W. 44th St. to the sixth and seventh floors of the new Tischman Building at 666 Fifth Ave. New space includes a two-story theatre with a special 16 mm projection booth for tv films plus a standard 35 mm movie booth. Many offices will include built-in tv and hi-fi sets. Warner's tv department will be on the sixth floor.

Gould Starts Production Firm

Formation of Walter I. Gould Productions Inc., 15 E. 48th St., New York, to make tv commercial films, has been announced by Walter Gould, formerly executive producer of Guild Films commercial division.

PREPARING for Macy's Thanksgiving Day parade, Popeye took to the air in a test flight Nov. 11 in Akron, Ohio. Created for Associated Artists Enterprises, merchandising arm of Associated Artists Productions [FILM, Nov. 11], the sailorman will tower 56 feet over parade crowds. According to Goodyear, whose aviation products division constructed the balloon, Popeye will need a ground crew of at least 25 persons.

Ziv Tv Survey Claims Viewers Wander Off at Station Breaks

There's not much of an audience for the tv screen between programs, Ziv Television Programs, New York, claimed last week on the basis of a Cincinnati study.

Results of the survey released by Ziv Tv show that 77% of an audience watching a television show is lost when the program ends, thereby decreasing the effectiveness of break-time commercial announcements.

Commissioned by Ziv Tv, the study was conducted by Burke Market Research Inc., Cincinnati, in that city during the week June 3-10. Cincinnati is a three-station market. Personal interviews were conducted in 1,000 homes with the questions concerning viewing during the previous four-hour period.

The survey, according to Ziv Tv, reveals that between tv programs, 28% of the audience leaves the room; 25% reads, makes phone calls or otherwise turns attention from the screen; 12% leave the house, 10% busy themselves by changing channels; 2% were not viewing but cannot specifically account for their activities. This leaves 23% of the total group available for viewing between program announcements, Ziv Tv claimed.

John Sinn, president of Ziv Tv, asserted, "while between program announcements have a definite role in tv advertising, they cannot do the same kind of effective selling job that program sponsorship accomplishes."

FILM CLIPS

RANDOM SHOTS

Consolidated Film Industries, Hollywood, is constructing two-story addition to its 35 mm laboratory. Scheduled for completion in five months, with construction cost of approximately $500,000, annex will contain 14 cutting rooms and expansion of CFI's title and optical departments.

Animation Inc., Hollywood, announces opening of new N. Y. office at 66 W. 53rd St. Emile de Antonio, artists agent, has been appointed Animation Inc. representative, replacing Eric Pomerance who will devote his time to his own firm, Meridian Productions.

TPA Inc. announces move of its west coast headquarters from Sunset Blvd. to 5420 Melrose Ave., L. A.

Screencraft Pictures, N. Y., has acquired all tv and non-theatrical distribution rights to *The Restless Sphere,* detailed film report on International Geophysical Year produced by BBC-TV and packaged by Robin International. *Sphere* got its first nationwide airing Oct. 20 when film report, narrated by England's Prince Philip, appeared on ABC-TV. Screencraft is making *Sphere* available in both 80-minute and 56-minute versions.

SALES

Screen Gems Inc., N. Y., reports sale of German-dubbed version of its *Father Knows Best* half-hour tv film series for showing throughout West Germany.

ABC Film Syndication, N. Y., announces eight sales last week in its *26 Men* half-hour tv film series. Contracts were signed by Burgermeister beer for showing on KOLO-TV Reno; McKenna Inc., on WLVA-TV Lynchburg, Va.; Hymbaugh Motors on WTVH (TV) Peoria, Ill.; Gustafson Dairy on WDBO-TV Orlando; Standard Oil (Indiana) on KGLO-TV Mason City, Iowa; WTVY-TV Dothan, Ala., and KOOK-TV Billings, Mont.

INS-Telenews Newsfilm Services reports 33 sales in two weeks. 1957 *Sports Year-end Review* and *News Year-End Review* were sold in Tokyo and Osaka, Japan, and to KUAM-TV Guam, adding to 10 sales made outside U. S. Both shows were signed by additional stations in Traverse City, Mich.; Madison; Seattle; Kennewick, Wash.; Green Bay; Portland, Ore., and Bay City, Mich. *News Year-End* placed in Spokane.

Twelve contracts for regular INS Telenews Services were WJMR-TV New Orleans and its affiliated stations WRIK (TV) Ponce and WORA (TV) Mayaguez, both Puerto Rico; WILK-TV Wilkes-Barre; KXLY-TV Spokane; WSFA-TV Montgomery, and WRVA-TV Richmond. *Weekly News Review* and *This Week in Sports* sold to KNTV-TV San Jose, Calif., *Sportsreel* picked up by KPAC-TV Port Arthur, Tex.; KTNT-TV Tacoma, and Manila Office of Grant Adv. for GZAQ-TV Manila.

LOS ANGELES REPORTS!

KTLA PARAMOUNT TELEVISION PRODUCTIONS INC CHANNEL 5

5800 SUNSET BOULEVARD • HOLLYWOOD 28, CALIFORNIA • HO 9-3181

October 18, 1957

LEWIS E. ARNOLD, Jr.
Vice President

Mr. Dick Dinsmore
Screen Gems
1334 North Beachwood Drive
Hollywood 28, California

Dear Dick:

I thought you might like [illegible] received from

"SHOCK"* completely sold out to "blue chip" accounts such as Winston Cigarettes, M & M candies, Palmolive Soap and Lipton Tea.

breaks in [illegible]

In short, we at KTLA have never slept more easily since our first "Nightmare!"

our rating increased by 339% on first telecast!

Cordially,
Lew Arnold
Lew Arnold
Vice President

LEW ARNOLD, Vice President

"SHOCK" — 52 of the greatest spine-tingling features including the original "Frankenstein", "Dracula", "Wolf Man", "The Mummy" and other famous shockers!

Your city is ready for the "SHOCK treatment"!

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES
711 FIFTH AVENUE • NEW YORK 22, N.Y.
NEW YORK • DETROIT • CHICAGO • HOLLYWOOD • NEW ORLEANS

1

United Press news produces!

SEE WHAT'S NEW ON 2
FOR YOU IN
TULSA!

"coverage"

KVOO-TV blankets northeastern Oklahoma with the tops in network and local programming. This coverage is backed up by revealing market research, merchandising and promotion aids, and constant attention to your account and problems.

"wampum"

KVOO-TV blankets a $1-billion market. Out of the top 90 key industrial markets, Tulsa has the fastest dollar value growth of any city in the nation.* If you have something to sell, you can sell more of it in northeastern Oklahoma . . . over KVOO-TV.

*U. S. Census of Mfg., U. S. Dept. of Commerce

NOW AVAILABLE!!

A wide selection of good spots in popular participating shows. I.D.'s, 20 sec., and 1 minute spots in all classes. Check up to the minute availabilities with your nearest BLAIR-TV man.

KVOO-TV channel 2

NBC

For current availabilities contact any office of Blair Television Associates.

MANUFACTURING

NEW COLOR CAMERA ANNOUNCED BY GE

- **Smaller size claimed for unit**
- **Maker cites other features**

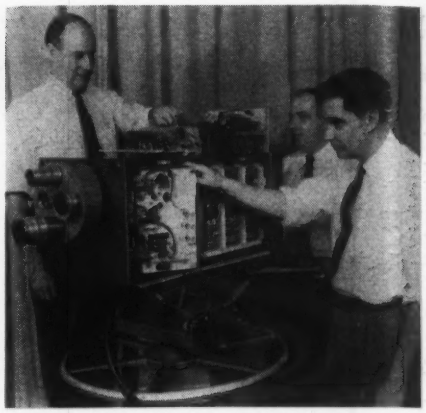
A new and smaller type of live color tv camera was introduced Wednesday by General Electric Co. at the opening of its new WGY-WRGB (TV) broadcast center in Schenectady, N. Y.

J. Milton Lang, general manager of GE broadcast station operations, demonstrated a pre-production model of the new camera, under development more than a year at the GE technical products department in Syracuse, N. Y.

Three image-orthicon tubes are used to pick up red, green and blue color signals. "But here, any resemblance to current available color tv cameras ends," Mr. Lang said. He said the camera weighs 215 pounds, about 75 pounds less than most models. Dimensions are 34x18x22 inches, about ten inches shorter, three inches narrower and an inch lower than current cameras, he added.

Printed circuits and transistors are used to cut down size. This cut in size is expected to aid tv cameramen, especially in situations requiring downward panorama takes. Special circuitry is described as insuring truer registration of colors, with no blur or run-over into other colors. A new optical system is said to eliminate the need for many glass surfaces through which color signals previously were required to pass. The result is improved color quality, Mr. Lang said. The system was developed by the GE laboratory.

Paul L. Chamberlain, manager of marketing for broadcast and military equipment in the technical products department, said the reduced size and simplicity of the camera are in keeping with the company's established trend toward simplicity and miniaturization of complex broadcast equipment. He said it will go into production in the immediate future. John Wall, broadcast equipment sales manager, said no price tag has been put on the camera but it will be priced competitively in the $50,000 color camera field.



THE NEW *GE color television color camera, unveiled Wednesday, is demonstrated by trio of GE broadcast engineers who headed the development team that perfected the small-sized camera. Left to right, J. F. Wiggin, A. Gula and W. L. Shepard.*

W. L. Shepard and J. F. Wiggin, GE broadcast development engineers, headed the team that perfected the camera, which has been put through tests at WRGB. Production models are to be shown at the NARTB convention in Los Angeles April 27-May 1. The camera is divided into hinged panels and plug-in assemblies. It has controls and operating features that permit on-the-spot adjustments in color registration. Once adjusted, it becomes mechanically and electrically stable, according to GE. Two of three camera cables required on current models are eliminated by new circuitry, the cable running to the control console.

Former GE President Swope Dies; Was Director of RCA Units

Gerard Swope, 84, former president of General Electric Co. and a former director of NBC and several RCA subsidiaries, died of pneumonia Wednesday at his New York home.

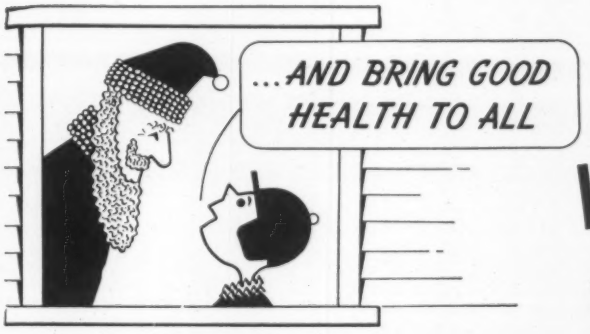
Mr. Swope, who assumed GE's presidency in 1922 after working his way through the ranks of Western Electric Co., is credited with taking GE out of its exclusive incandescent lamp business and putting it into household product diversification.

He retired from GE in 1939 but resumed the presidency in 1942 for two years while Charles E. Wilson held a government post. Survivors include his brother, former *New York World* Executive Editor Herbert Bayard Swope, three sons and a daughter.

Baltimore's 3-Way Candelabra To Incorporate New T-1 Steel

Baltimore's three-way candelabra tv tower is scheduled to be erected next year incorporating a special steel, "T-1," developed by U. S. Steel Corp. for strength, compactness and economy. Construction of the new tower for WBAL-TV, WJZ-TV and WMAR-TV gets underway in February, a year after announcement of the joint project [STATIONS, Feb. 18].

Designed by Dresser-Ideco Co., Columbus, Ohio, the tower will provide three 107-ft. antennas, for a total height of 729 feet. The superstructure will rest on three 622-ft. legs, with points of the platform 100 feet apart. Legs of the structure will be



If you have "THE TIME" will you help fight TB*

THESE STARS have contributed their talent to make this public service campaign material available to you . . .

RADIO: 15 minute transcribed programs starring:

THE ANDREWS SISTERS, LOUIS ARMSTRONG, TONY BENNETT, EDGAR BERGEN AND CHARLIE McCARTHY, LES BROWN, EDDIE FISHER, TENNESSEE ERNIE FORD JACKIE GLEASON and his orchestra, BENNY GOODMAN, LAWRENCE WELK

produced by Hu Chain Associates, New York

- Transcription of 20 celebrity spot announcements
- Transcription of 20 recording artist spot announcements especially designed for disc jockey shows

TONY CURTIS

TELEVISION:

1-minute and 20-second film spots featuring:

TONY CURTIS

BURT LANCASTER

plus "miniature documentaries"

8-second ID

Produced by Freedom Films
Goldwyn Studios, Hollywood

SLIDES, BALOP CARDS,
FLIP CARDS and POSTERS
greyed and color

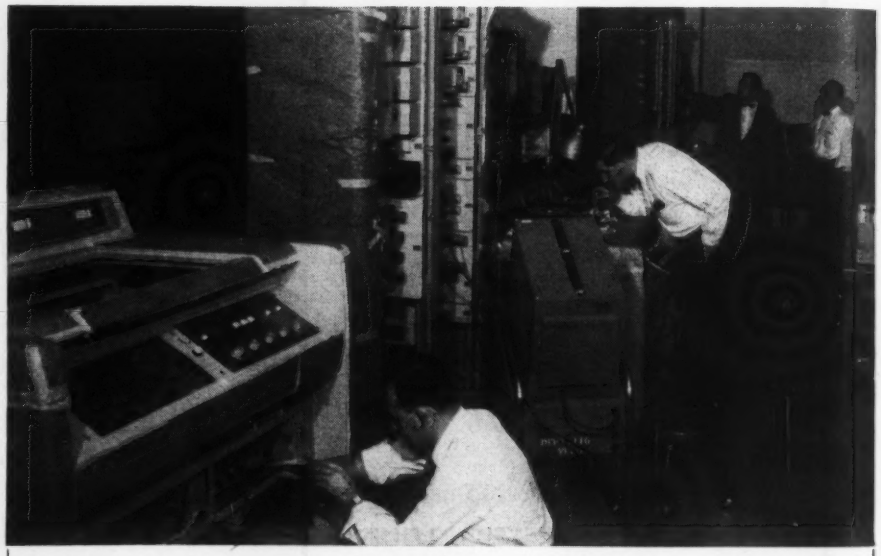
BURT LANCASTER

*** For NETWORK use, contact: NATIONAL TUBERCULOSIS ASSOCIATION, Public Relations, 1790 Broadway, New York 19, N. Y. CIrcle 5-8000, Extension 280**
For LOCAL use, contact: YOUR TUBERCULOSIS ASSOCIATION in your own community

51st ANNUAL CHRISTMAS SEAL SALE
NOVEMBER 15 through DECEMBER

T-1 steel, a quenched and tempered low carbon alloy. Features claimed for T-1 are ability to withstand unusual stresses, resulting in lower space and bulk requirements and high resistance to atmospheric corrosion.

Another Dresser-Ideco-designed tower utilizing T-1 is the 1,199-ft. structure built for WBZ-TV Boston to replace the one it lost to Hurricane Carol. A 44% space saving was made in the cross-sectional area of the leg bars in the Boston tower because of the new steel's strength, it is claimed. T-1 tower legs, thinner and stronger than those of structural carbon steel, result in decreased wind pressure in addition to material savings, according to the supplier.



FINISHING touches are put on the first videotape recording-playback machines to come off the Ampex Corp. assembly line in Redwood City, Calif., fulfilling a production schedule announced seven months ago. KING-TV Seattle and KGW-TV Portland, Ore., got two of the first four production models [AT DEADLINE, Nov. 18], priced at $45,000 each. Prototype models of the Ampex machines have been used by networks for the past year. Ampex says it has solved the color problem and later will make electronic conversion units available.

Fort Pitt to Drop Brewing, Concentrate on Electronics

Fort Pitt Industries Inc., Pittsburgh, Pa., which has completed arrangements to lease its Fort Pitt beer label to Gunther Brewing Co. of Baltimore, is negotiating with an unidentified manufacturer of phonograph equipment to market the high fidelity products of its subsidiary, J. P. Seeburg Corp.

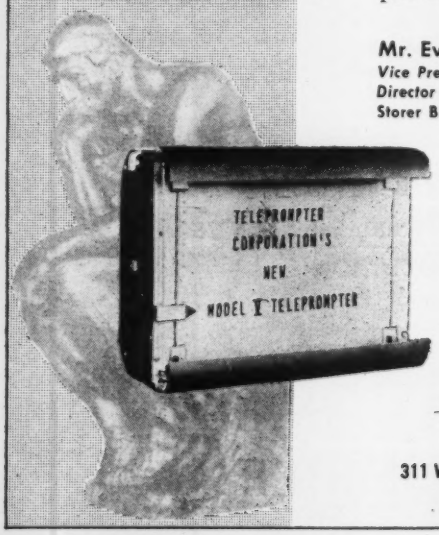
The disclosure came simultaneously with Fort Pitt's announcement it is relinquishing its brewery activity and concentrating on the electronics work of the Chicago-based Seeburg firm.

Seeburg, which manufactures record-playing assemblies for jukeboxes and for broadcast and industrial use, has a reported backlog of specialized electronic equipment amounting to $6.5 million. Electronics and missile research at Seeburg is being accelerated in view of the government's expected boost in missile production.

...its words to the wise are sufficient

"For the same reasons that the best ad lib is a well-rehearsed ad lib, the TelePrompTer is an essential ingredient for best on-the-air performance."

Mr. Ewald Kockritz
Vice President,
Director of Programming
Storer Broadcasting Company



You can ad lib the words as well as the message with TelePrompTer

TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The TelePro 6000 is the only rear screen projector that offers complete remote control.

Tv Set Output in Next Decade: Hotpoint Predicts 96.3 Million

The American tv set-manufacturing industry will ship some 53.2 million monochrome and 43.1 million color receivers to market by the end of 1967. That prediction was projected by Hotpoint Co. in its annual ten-year appliance forecast last week.

The Hotpoint breakdown foresees factory shipments of seven million tv sets in 1957, including 200,000 color units. By 1962, however, color should account for four million out of 9.6 million receivers. The turning point in the balance between black-and-white and color sets should be reached in 1963, with the latter accounting for 5.2 million out of a predicted 10 million shipments. From then on, color tv sets will continue to exceed monochrome, reaching 8.5 million as against 2.6 million monochrome units in 1967.

The color timetable in Hotpoint's breakdown, which seeks to depict industry growth and sales potential for dealers and distributors, follows: 1958—300,000 (out of 7,650,000 sets overall); 1959—450,000 (8,150,000); 1960—1 million (8.7 million); 1961—2 million (9.2 million); 1962—4 million (9.6 million); 1963—5.2 million (10 million); 1964—6.5 million (10,350,000); 1965—7.2 million (10.7 million); 1966—8 million (10.9 million); 1967—8.5 million (11.1 million).

Neary Retires at Lehigh Dec. 1

John F. Neary, sales manager of the radio and export division, Lehigh Structural Steel Co., New York, a major supplier of towers for radio-tv stations, retires Dec 1. He has been with Lehigh 25 years and prior to that was with Blaw-Knox and Miliken Bros. Mfg. Co.

MANUFACTURING SHORTS

Sylvania Electric Products announces "Sylouette," 21-inch tv console with cabinet depth of 10-inches. Set utilizes 110 degree deflection tubes which are six inches shorter than those used in older deflection systems.

Packard-Bell Electronics Corp., L. A., announces it expects sales of over $32,000,000 for fiscal year ended Sept. 30, 1957, and net profit after taxes of more than $1 per share.

Camera Equipment Co., N. Y., announces it is exclusive U. S. dealer for Sharps color chart and grey scale. Chart shows in advance how colors will reproduce in monochrome in tv, cinematography, photography and graphic arts.

General Precision Equipment Corp., N. Y., declares dividend of 60 cents per share on common stock, payable Dec. 15, 1957, to stockholders of record Nov. 27, 1957. Also for same date: quarterly dividend of $1.18¾ per share on $4.75 cumulative preferred stock; quarterly dividend of 40 cents per share on $1.60 cumulative convertible preference stock and quarterly dividend of 75 cents on $3 cumulative convertible preference stock.

Superscope Inc., Hollywood, is introducing "Sterecorder," portable recorder-reproducer of stereophonic sound which can be used anywhere for taping live performances and binaural broadcasts. Unit, priced at $549, comes equipped with two high impedance, dynamic microphones, hysteresis synchronous driver motor, two built-in preamplification and power amplification channels with separate controls and two P. U. meters.

Fairchild Camera and Instrument Corp., Syosset, N. Y., announces new automatic self-feeding portable rapid film processing unit able to develop dry to dry 16 mm film at rate of up to 10 ft. per minute. Styled "Mini-Rapid 16," unit is priced at $1,250 and will be available for January delivery. Unit reportedly permits tv newsmen to air 100 ft. of film within 20 minutes after exposure.

Raytheon Mfg. Co. announces opening of new 42,000 sq. ft. electronic laboratory in Santa Barbara, Calif., to be operated by company's government equipment division.

600 CLIENTS SEE TVB'S 'VISION'

- **Agency-advertiser delegates flock to Chicago meeting**
- **Strategy for weathering 'storms' laid down for members**

Television, both as a medium and through its main promotional organization, is facing several storms on its road to stability and public recognition. The tempests: newspaper criticism, sales acceptance, space competition and toll tv.

This was the message some 600 agency-client representatives heard at the Television Bureau of Advertising's third annual membership meeting Friday at the Sheraton Hotel in Chicago. They got an up-to-the-minute "Vision of Television . . . 1958" in a cellomatic presentation updating showings in Los Angeles and San Francisco some weeks ago.

The delegates were told that tv must continue to do a good deal more blowing of its its own horn in combatting the competition against it, and must emphasize on-the-air promotion and aggressive selling.

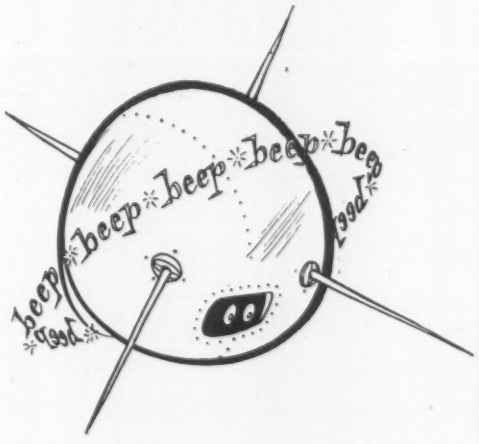
Additionally, they were told that TvB will carry the story to more and more advertisers and agencies with the theme that results should be measured in terms of sales results per dollar expended.

The TvB board met Thursday, reviewing several topics, including new sales-promotion-research plans and the "take it to the people" project calling for actual air tv commercials, built around such themes as family membership and community relationship.

The board welcomed two new members —Joseph J. Weed, Weed Television Corp., and John Blair, John Blair & Co. They took office Friday simultaneous with the TvB membership meeting. A slate of directors and officers was up for nomination and election that afternoon. [See AT DEADLINE]. Messrs. Weed and Blair start two and one year terms, respectively.

Revised recent findings of TvB for 1958, delivered before a capacity agency-advertiser house at a Friday morning breakfast, claimed the tv advertiser has a built-in advantage because the homes that watch television the most are also the ones that spend most. The presentation said that homes in the under-$3,000 income group spend $18 a week for groceries and spend 29 hours per week with tv, while those in the over-$10,000 group spend $52 a week for groceries and watch for 50 hours. Where the small family spends $18 on food and watches tv 23 hours per week, the presentation continued, the large family spends $35 and watches 58 hours.

Time spent with newspapers in these same homes ranges from 10 to 15 hours a week,



We call ours spotnik

That's because with a spot campaign WBNS Radio can nick top sales off the $3,034,624,000.00 of spendable income in the rich Central Ohio Market. Out-of-this-world programming causes Pulse to give WBNS top rating in 315 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. What better way for your sales missile to come through!
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

BRIEFLY

TRADE ASSNS. CONTINUED

A LOOK at the "international checkerboard" was given by Henry Cabot Lodge, U. S. ambassador to the United Nations, at a luncheon Nov. 13 sponsored in New York by the Radio & Television Executives Society. L to r: Francis N. Littlejohn, ABC director of news and public affairs; William R. McAndrew, director of news, NBC; Mr. Lodge; John Daly, vice president in charge of news, special events, sports and public affairs at ABC (president of RTES), and Cecil Brown, ABC-TV news commentator and president of Overseas Press Club. Mr. Lodge also explained how news coverage of the UN registers on public opinion, thus affecting UN decisions. He stressed the need of attention by radio-tv to the psychological field to help meet Soviet competition.

compared to the 23-to-50-hour span in the case of television.

The presentation advised advertisers to "use television to its fullest. Don't just say your product is best—show it is best . . . use television as your selling tool by employing its motion, drama, excitement . . . capitalize on tv's speed in reaching people now for sales now, for profits now, for more advertising now."

TvB also pointed out that "tv requires only $1,420 at night or $1,050 during the day to reach one million people—"while newspapers require advertising budgets of $10,790 and women's service magazines require $6,480 to deliver the same million people."

The cellomatic presentation described tv as a molder of corporate image, a teacher, and a seller, with effective tools. It was written and produced by George Huntington, TvB sales development director.

A talk by I. L. Eskenasy, executive vice president of Adell Chemical Co. (Lestoil), capped a Friday morning business session, followed with a luncheon address by E. C. Quinn, president of Chrysler Div., Chrysler Corp.

W. D. (Dub) Rogers, TvB board chairman and president of Texas Telecasting Inc., in opening the Friday business session cited several obstacles in tv's path. He noted television is not quite stabilized in terms of facilities and services, along with the "confusing atmosphere raised" by the laments of critics both constructive and self-interested "who have belittled our total product and spoken irreverently at times of our commercial contributions." Mr. Rogers also recited the obstacle course set up by "pay tv promotors with elaborate promises."

TvB today claims 238 members as against 207 a year ago and has made membership advances among station representatives and stations, he pointed out, also noting increasing number of advertising sales presentations before clients, agencies and various organizations, along with activity of TvB's retail division. TvB soon will put out a manual encouraging manufacturers to include television in their co-op aids.

Especially with tv, Mr. Rogers asserted, success should be measured in "sales results per dollars spent" and while tv is a higher cost medium "when measured in almost every other particular," it's the "least expensive medium" in terms of results.

"It is becoming more evident," Mr. Rogers declared, that with each progressive experience in tv, "this is the basic medium for the national advertiser." If this concept holds up, he added, many top national clients "are underspending in the medium."

Among success stories cited by Mr. Rogers for television—and particularly TvB—were Sun Oil Co. (now heavily in the medium), Jos. Schlitz Brewing Co. (which increased its tv expenditures 26% over a year ago), Greyhound Corp. (now with the major part of its budget in the medium) and H. J. Heinz Co. (which increased its video outlay from 25% to 50%).

All in all, Mr. Rogers claimed, TvB has moved "swiftly and energetically" to help buttress strong tv sales efforts.

West Texas Television Network

KDUB-TV, LUBBOCK, TEXAS
KPAR-TV, ABILENE, SWEETWATER
KEDY-TV, BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Catholic Bishops Unit To Include Radio-Tv

The Catholic Bishops of the U. S. have extended the scope of the Episcopal Committee on Motion Pictures to cover radio and television. It is charged with developing ways to evaluate broadcasting, in line with the Sept. 8 encyclical by Pope Pius XII.

The announcement was made last week by Bishop William A. Scully of Albany, N. Y., chairman of the committee which has been renamed Episcopal Committee for Motion Pictures, Radio & Television. He said a one-year study will be made "to determine the most suitable and acceptable means of carrying out the aims and objectives" of the Pope's encyclical on motion pictures, radio and tv. The encyclical will be implemented, he promised, as it is "applicable to radio and television on the American scene."

Bishop Scully noted that the bishops at their annual meeting at Catholic U., Washington, "praised this significant document of the Holy Father for its clear instructions on the moral and social responsibilities of those who are engaged in the far-reaching and influential media of motion pictures, radio and television." The bishops released a statement on "Censorship" after their meeting [TRADE ASSNS., Nov. 11].

In its year's deliberation the enlarged committee presumably will decide whether or not to extend functions of the National Legion of Decency, which rates motion pictures for the church, or to set up a separate organization or settle on other means of evaluating the broadcast media.

Members of Bishop Scully's committee are Bishop Alden J. Bell, auxiliary bishop of Los Angeles, new committeeman succeeding Bishop Timothy Manning of Los Angeles, who has completed his term; Bishop John K. Mussio, Steubenville, Ohio; Bishop James A. McNulty, Paterson, N. J., and Bishop Hubert M. Newell, Cheyenne, Wyo.

Am, Fm Committees Appointed By NARTB President Fellows

Two committees representing am and fm members were appointed today (Monday) by Harold E. Fellows, NARTB president.

Members of the am committee, which meets Dec. 10 in Washington, are F. C. Sowell, WLAC Nashville, Tenn., chairman; Grover C. Cobb, KFGB Great Bend, Kan.; Mig Figi, WAUX Waukesha, Wis.; William C. Grove, KFBC Cheyenne, Wyo.; Cecil Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; John F. Patt, WJR Detroit; Todd Storz, Storz stations; W. H. Summerville, WWL New Orleans; Jerome Sill, WFPG Atlantic City, N. J.; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Jack S. Younts, WEEB Southern Pines, N. C.; Charles R. Denny, NBC Radio; Robert Eastman, ABN; Arthur Hull Hayes, CBS Radio, and Paul Roberts, MBS.

Members of the fm committee, which meets Dec. 6 in Washington, are Raymond S. Green, WFLN-FM Philadelphia, chairman; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Fred Rabell, KSON-FM San Diego, Calif.; Ben Strouse, WWDC-FM Washington, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

Philco's Fink New President Of Institute of Radio Engineers

Donald O. Fink, director of research for Philco Corp., Philadelphia, last week was elected president of the Institute of Radio Engineers for 1958, succeeding John T. Henderson, principal research officer of the National Research Council, Ottawa, Ont.

MR. FINK

The other newly-elected officer is Carl-Eric Granqvist, director of Svenska Aktiebolaget Gasaccumulator, Stockholm-Lidingo, Sweden. New directors for the 1958-60 term are G. S. Brown, professor and head of the department of electrical engineering, Massachusetts Institute of Technology, and W. H. Doherty, assistant to the president of Bell Telephone Labs, New York. Regional directors elected for 1958-59 are Region 1, R. L. McFarlan, consultant, Chestnut Hill, Mass.; Region 5, E. H. Schulz, assistant director of the Armour Research Foundation, Chicago; Region 7, G. A. Fowler, vice president of research, Sandia Corp., Albuquerque, N. M.

RAB Sets Year-End Campaign

Radio Advertising Bureau over the next five weeks will go after 300 regional and national advertisers in a last-minute year-end "sales barrage." Emphasis will be placed on regional advertisers, says RAB President Kevin B. Sweeney. More than 250 individual regional presentations will be made in the following markets: Detroit, Toledo, Charlotte, Birmingham, New Orleans, Dallas, Columbus, Dayton, Louisville, Minneapolis, St. Louis, Richmond and Norfolk. Nationally, some 50 calls are planned for agencies and advertisers.

WHEN THEY SAY YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

Give them a happy
HENNESSY HOLIDAY

As a flattering gift, or as a host's tribute to esteemed guests, Hennessy is always the highest compliment.

★ ★ ★

HENNESSY
COGNAC BRANDY
84 PROOF
Schieffelin & Co., New York

Cavagnaro Succeeds Taishoff As National SDX President

Robert Cavagnaro, general executive of the Associated Press in charge of operations in the western states, was unanimously elected national president of Sigma Delta Chi, professional journalistic fraternity, at its closing session in Houston, Nov. 16. He succeeded Sol Taishoff, editor and publisher of BROADCASTING, who became chairman of the executive council.

Elected vice president in charge of professional chapter affairs was James A. Byron, news director of WBAP-AM-TV Fort Worth and former president of RTNDA. Edward Lindsay, executive editor of the Lindsay-Schaub Newspapers (WSOY-AM-FM Decatur, part owner of ch. 3 WICA [TV] Champaign), was elevated to vice president in charge of expansion. Burt Marvin, U. of Kansas School of Journalism, was elected vice president in charge of undergraduate affairs. E. W. Scripps II, editorial staff of *Rocky Mountain News,* Denver, and Spripps-Howard radio and tv stations, was elevated from executive councilman to secretary, and Buren McCormack, business manager of Dow, Jones & Co., New York *(Wall Street Journal),* was re-elected treasurer.

Re-elected executive councilmen were William Ray, NBC midwest news editor, Chicago; Robert M. White II, editor, *Mexico* (Mo.) *Ledger* and V. M. (Red) Newton Jr., editor, *Tampa* (Fla.) *Tribune* (WFLA-AM-TV). Elected to the council to succeed James Pope, executive editor of the *Louisville Courier-Journal* (WHAS-AM-TV), was Walter Burrows, editor and publisher, Orange Coast Newspapers, Costa Mesa, Calif., and Prof. Robert Root, Syracuse U., Syracuse, N. Y., who succeeds Ted Scripps.

Radio, Tv Ought to Scratch Each Other's Backs—Sowell

Radio and tv broadcasters should cooperate "to see that whatever extra money is available goes into some form of broadcasting," F. C. Sowell, general manager of WLAC Nashville, Tenn., said in an address to Tennessee Assn. of Broadcasters, which met Nov. 11 at Gatlinburg.

Mr. Sowell said, "A reasonable amount of scratching one another on the back can quickly prove of mutual benefit. Obviously, smart advertisers are cognizant of the coverage offered by radio, and few, if any, earmark all their advertising dollars for television." He suggested, for example, that if an advertiser buys tv as its air medium, telecasters should urge him to allot the rest of the budget to radio.

"We in radio already are encouraging this procedure with excellent success," he said. Reviewing radio's recent progress, he reminded that there are 38.5 million auto receivers, more than the number of radio homes a decade ago.

THE new officer lineup of the Tennessee Assn. of Broadcasters following this month's convention in Gatlinburg is led by John P. Hart (seated, c), president-manager of WBIR-AM-TV Knoxville, who was elected president. He succeeds Frank Corbett of WGAP Maryville (seated, r) who becomes a director. Carter Parham (seated, l), WDEF-AM-TV Chattanooga, is the association's new vice president.

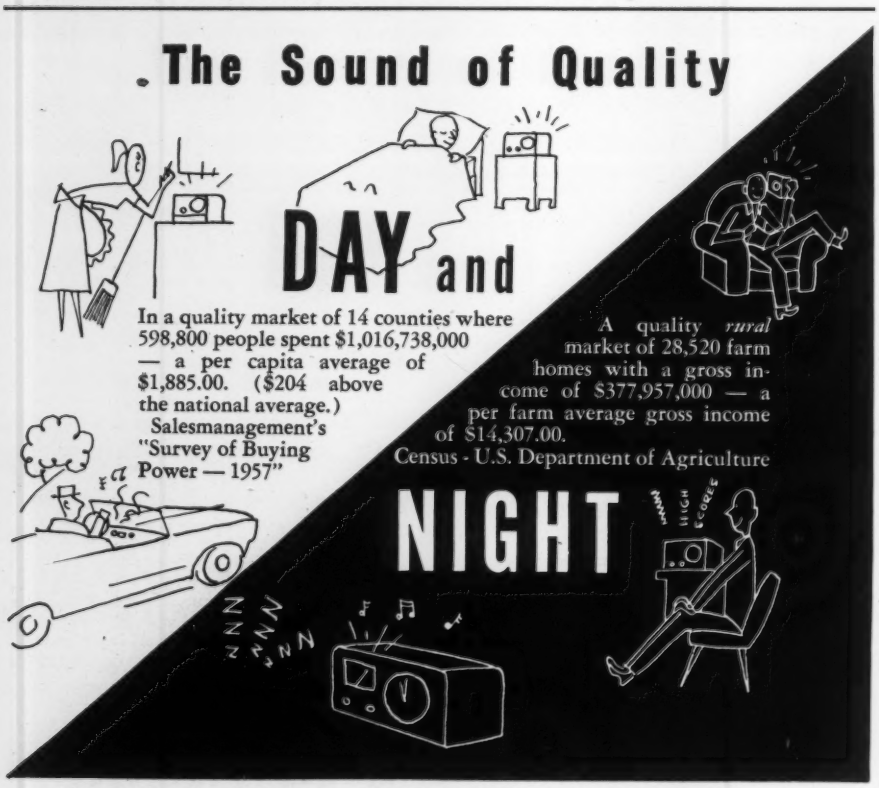
Standing (l to r) are Henry Slavik, WMC-WMCT (TV) Memphis, TAB director; Henry Linebaugh, WATE-AM-TV Knoxville, secretary-treasurer, and F. C. Sowell, WLAC Nashville, director. Highlights of the TAB's 11th annual convention were a broadcast address by Gov. Frank Clement and attendance at the Tennessee-Georgia Tech football game as guests of the U. of Tennessee, which participated in the broadcaster meetings.

WESCON Changes Board Setup, Announces New Show Agreement

A new executive structure for the board of the Western Electronic Show and Convention (WESCON) and a new contract between the West Coast Electronic Manufacturers Assn. and the Los Angeles and San Francisco sections of the Institute of Radio Engineers, which co-sponsor the annual technical convention and trade show alternately in Los Angeles and San Francisco, were approved at the annual business meeting.

The chief change creates two new positions of equal rank representing the cosponsoring organizations: chairman of the board and chairman of the executive committee. L. W. Howard, president, Triad Transformer Corp., Los Angeles, was elected board chairman, representing WCEMA. Bruce S. Angwin, Los Angeles regional manager of General Electric's electronic components division, equipment sales, was elected chairman of the executive committee, representing IRE.

Walter E. Peterson, director, electronics division, Radioplane division of Northup Aircraft Inc., Hawthorne, Calif., was named convention director. The show director is Hugh P. Moore, board chairman of Lerco Electronics, Burbank, Calif. WESCON-1958 will take place Aug. 19-22 in the Pan Pacific Auditorium, Los Angeles.


The Sound of Quality
DAY and
In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"
A quality rural market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture
NIGHT
HIGH FIDELITY

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

MOBILE FIELD DAY

Mobile radio users are scheduled to let their hair down on present and future requirements of radio spectrum space at the Dec. 4 meeting in Washington of the Institute of Radio Engineers' Professional Group on Vehicular Communications.

A two-hour panel discussion is scheduled for industrial, public safety, land transportation, common carrier and military radio users Dec. 5 at the Statler Hotel. The panel will be moderated by former FCC Comr. Edward M. Webster, and members will include FCC Chief Engineer Edward W. Allen Jr., Motorola Executive Vice President Daniel E. Noble, Washington engineering consultant C. M. Jansky Jr., AT&T radio engineer Francis M. Ryan and Atlantic Refining Co. communications manager Mason S. Collett. Another meeting on "Meeting the Demands for Vehicular Communications" will hear Curtis B. Plummer, chief of FCC's Safety & Special Radio Services Bureau, and Warren Baker, FCC general counsel.

UPCOMING

November

Nov. 29: Opening session, National Assn. of Television-Radio Farm Directors, Chicago.

December

Dec. 6: NARTB Fm Committee, NARTB Hdqrs., Washington.

Dec. 6: Board of governors, Canadian Broadcasting Corp., House of Commons, Ottawa.

Dec. 9: UP newspaper editors of New York State, Hotel Syracuse, Syracuse.

Dec. 10: NARTB Am Committee, NARTB Hdqrs., Washington.

Dec. 18: "Resurgent New England," state broadcaster group organization meeting, Vendome Hotel, Boston.

January

Jan. 24-26: American Women in Radio & Tv, annual "Sight and Sound Seminar," Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

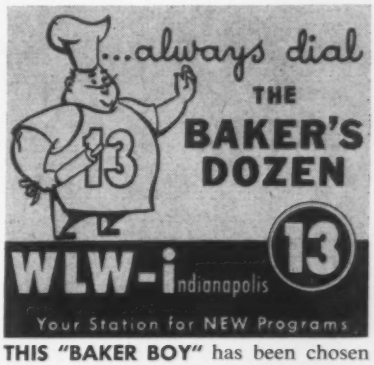
Feb. 13-15: 11th annual Western Radio and Tv Conf., Bellevue Hotel, San Francisco.

KFOX Broadcasts Bonafide Buys

A Consumers' Shopping Service has been instituted by KFOX Long Beach, Calif., to inform listeners of specific "good buys" to be found in the local shops. The station's "shopper" (an ex-buyer and college merchandising instructor) calls, unannounced, at shops within the station's influence area and tours at will, phoning in reports on the values and bargains encountered. The station reports that, "aside from bringing more housewives and family people to the KFOX audience and making retailers more aware of radio's pulling power, Consumers' Shopping Service is more evidence of radio's flexibility. It further shows how easily radio can depart from its supposed 'jukebox formula' to better serve its vast audience and its community."

"SPEREFE" Formed by WGAR

Northern Ohioans are "cordially invited to become members of SPEREFE (Society to Preserve and Encourage Radio Entertainment for Everyone)" by WGAR Cleveland in a folder it is mailing out announcing its series of 20 weekly concerts by the Cleveland Orchestra (Sat. 7:05 p.m. EST). KGAR's invitation goes on to say that, "It seems sound to us, for instance, to run a commercial on a $350 appliance in programs that appeal chiefly to adults. . . . And that's the reason why we continuously present the best in popular music and jazz."



THIS "BAKER BOY" has been chosen by ch. 13 WLWI (TV) Indianapolis as its trademark. The station calls itself "The Baker's Dozen" to take advantage of its channel number. The signature is used on station breaks and in all promotion and merchandising planning.

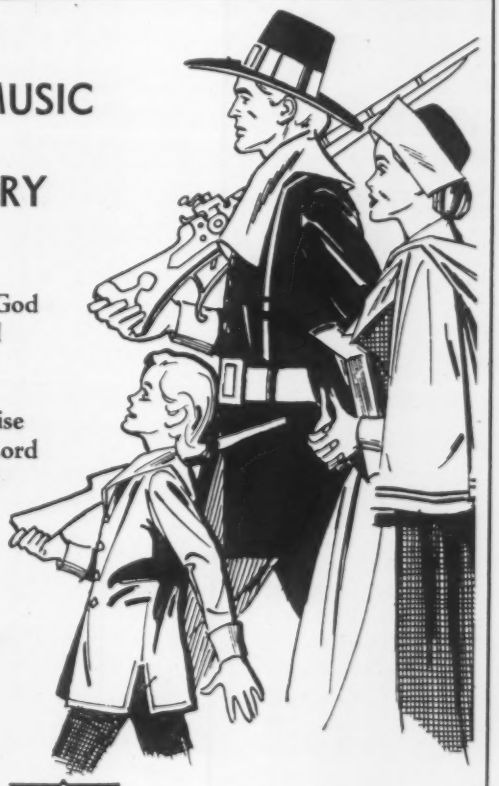
WINS Fan Wins German Shepherd

WINS New York, disturbed about Laika, the Soviet "space dog," gave away a pedigreed German shepherd to the listener who submitted the most appropriate name for an "earthbound pup" and who promised never to allow it to be propelled into space. Picked from 12,134 entries, a four-year-old boy, ill with cancer, won the dog. He'll call his new pet "Anchor."

THE JOY OF
THANKSGIVING MUSIC
in the
SESAC REPERTORY

Coming of the Pilgrims
Fields of Grain
Give Thanks and Praise to God
Give Thanks Unto the Lord
Harvest Holiday
Harvest Time
Hymn of Thanks and Praise
Now Thank We All Our Lord
O Give Thanks to the Lord
Prayer of Thanksgiving
Thanksgiving
Thanksgiving Bells
Thanksgiving Hymn

and many, many more in the
SESAC Transcribed Library
"the best music in America"



Sesac Inc.

THE BEST MUSIC SESAC IN AMERICA

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

OLDTIMERS gathered in studios of WHO Des Moines this fall to celebrate the 20th anniversary of the *WHO Cornbelt Farm Hour*. Milestone broadcasters were (l to r): Don Hovey, WHO music director; Ernie Sanders, manager of WOC-TV Davenport, Iowa, first announcer on the show; Chief George Young Bear, Tama, Iowa, farmer who appeared on one of the early broadcasts in 1937; and Herb Plambeck, WHO farm director, who has been heard on all the *Cornbelt Hour's* total of 1,040 weekly broadcasts. Listeners sent flowers and cakes for the birthday broadcast, which presented 20-year highlights of the show.

WCUE's Two-Month Teaser for 'Doc'

For two months WCUE Akron, Ohio, has been running a teaser campaign to introduce Doc Lemon, the station's new personality to its listeners [PEOPLE, Nov. 18]. Direct mail pieces were sent to advertising agencies, the press and record distributors in Cleveland, Detroit, Cincinnati, Columbus, Pittsburgh and Buffalo with a picture of a lemon headed, "What will you do till the Doctor comes?" On the days following, a blond nurse visited the recipients and gave them a prescription, which, when deciphered showed the mixture would be lemonade. WCUE put ads in a local paper showing a picture of Mr. Lemon with the caption, "The Doctor Is Coming Nov. 11" and, accompanied by the glamorous nurse, he called on the agencies, press and record shops. A cocktail party wound up the campaign.

WPEN Begins Live Broadcasts Running 13 Hours on Sundays

WPEN Philadelphia announced Thursday it has adopted a policy described as new to the city's radio structure—13 hours of live Sunday programming. William B. Casky, vice president and general manager, said the station's schedule now includes "front-line, top-selling personalities seven days a week."

The basic WPEN program format now is based on live personalities around the clock. The 13-hour Sunday bracket features, effective yesterday (Sunday), Jack O'Reilly and Red Benson, who join Mac McGuire and Frank Ford. Eventually the entire Sunday schedule is expected to be live, following what Mr. Casky terms "a bold, new concept in Philadelphia."

Sputnik Helps Plug Oldsmobile

As Sputnik 2 and the '58 Oldsmobile were due to arrive in Indiana about the same time, WFBM Indianapolis and a local Oldsmobile dealer cooperated to air a special sputnik program Nov. 9, 4-5 a.m. The car dealer, as sponsor of the early morning show, recognized the coincidence of the two advents as an off-beat way to introduce the new model automobiles and (together with Oldsmobile-plugs) the show featured: interviews with planetarium officials, weather bureau personnel, persons who had earlier reported seeing the satellite and other space objects, as well as presenting general information and data on Sputnik 2. WFBM also made arrangements with the Allison Division of General Motors to use a plane in covering the sputnik's flight over central Indiana and assigned news staffer Jim Bechtel to do a remote broadcast from the plane.

Boston Symphony in Hi-Fi Series

A complete series of stereophonic concerts by the Boston Symphony Orchestra is being carried by WCRB-AM-FM Waltham, Mass. The stations have been scheduling four or more hours of stereophonic broadcasts per week for the past four years and, with the present orchestra series, it now offers 12 hours a week. During the Fourth Annual New England High Fidelity Music Show the stations presented a total of 28 hours of hi-fi music in three days. The Northeast Plymouth Dealers Assn. sponsors part of the Boston Symphony's concerts and a stereo recording was produced of the automobile's motor for use in its commercials. WCRB has had made a "Stereo Listeners' Guide," which incorporates a slide-rule that shows how to set up speakers according to room size. Several thousand have been distributed to listeners.

Basement Decorated for Sounds

Somebody will have won himself a basement by tomorrow (Tuesday), courtesy of WVKO Columbus, Ohio. Since Nov. 11 disc jockey Bill Mertz has been airing a series of "mystery sounds" on his morning *Bill's Basement Show* (Monday through Friday) and requesting that listeners collect and submit them when the contest closes Nov. 26. The owner of the entry card that has the most correct answers, the earliest postmark and is the neatest will win the materials to completely decorate a basement, including the ceiling materials, flooring and knotty pine sheet rock paneling for the walls.

WSRS Promotes Its Own Facilities

In a series of announcements directed at the woman of the house, WSRS Cleveland Heights, Ohio, is promoting its own advertising potential as well as advertisers' products. The spots begin by asking if her husband has been "on the complaining side lately," then suggests that perhaps his reason for being in bad humor of late is due to his company's sagging sales. The station then suggests that she get her husband to call the WSRS sales department for complete station data. The final portion of the announcement reminds the listener that it's still a good idea to get the advertiser's product—because he too, uses WSRS.

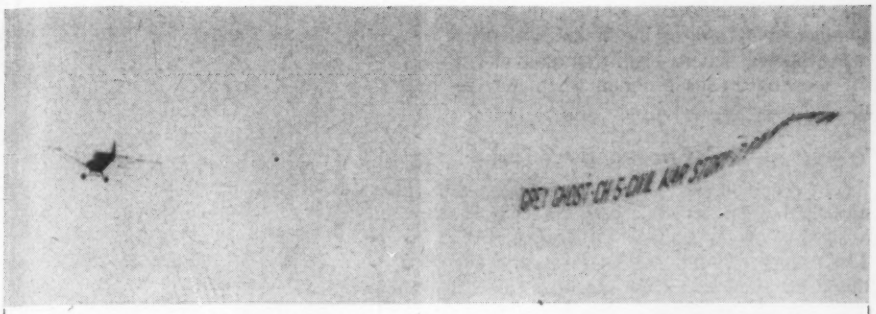
Wins $500 for 2 Bits of Bread

More than 30,000 entries were received by WRR Dallas, Tex., during its five-week Mystery Sound contest that ended Nov. 5. Starting at $100, the prize money was added to each week and reached $500 before the sound was identified. In spite of repeats of the mysterious sound and the 21 clues that the station aired as to its identity, some rather strange guesses were received, such as, "A grasshopper with a wooden leg picking seeds out of a dill pickle," and "a cross-eyed snake lost in a rope factory." The actual sound proved to be two pieces of bread being rubbed together.

ATTIC FIND

Programmers of WTOP-TV Washington, thumbing through a film catalog, found a two-year-old Army film which they quickly screened and pronounced "as timely as tomorrow's newscasts." No time was lost in scheduling "The Challenge of Outer Space," presenting Dr. Wernher von Braun in a lecture at the Armed Forces Staff College, Norfolk, Va., and a question-answer session between officers and the Army missile expert. Programmed by WTOP-TV Nov. 17 at 1:45 p.m., the lecture had been filmed in October 1955 and released in March 1956.

Station management commended the film to the attention of sputnik-conscious congressional committees in advisory letters. Newsman Roger Mudd, who provided commentary for the show, singled out a timely quotation at the end of the film. An officer moderating the session concluded: "Well, gentlemen, I think time has run out on us."



WAGA-TV ATLANTA, Ga., flew a plane over Grant Football Stadium during a game to promote its *Grey Ghost* series. The plane towed a streamer displaying the show's time, day and channel number to the crowd of 40,000.

C-P Announces Contest Winners

Colgate-Palmolive Co. announced last week that Grace McElveen, WAFB-TV Baton Rouge, La., and Charles Olson, WREX-TV Rockford, Ill., are winners of $1,000 each for first prize in the company's summer promotion contest for *The Millionaire* series on CBS-TV. C-P also awarded prizes of $100 each to James A. Buck, WISH-TV Indianapolis; Robert G. Patt, WCBS-TV New York; Bill McClinton, WSTV-TV Steubenville, Ohio; Charles S. Cogan, WTHI-TV Terre Haute, Ind.; Robert H. Kimball, WAGA-TV Atlanta, Ga.; Doug Sundby, KHSL-TV Chico, Calif.; Robert B. Harris, WSEE-TV Erie, Pa.; N. L. Royster, WSVA-TV Harrisonburg, Va.; Shirley Zimmer, KLAS-TV Las Vegas; Ray Huffer, KDUB-TV Lubbock, Tex. Judging was on the basis of outstanding promotion on the series, which C-P sponsors. C-P agency involved is Ted Bates Inc.

KLO's New D. J. Just Drops In

An Air Force carnival was being held at about the same time as disc jockey Lew Holder was to join KLO Ogden, Utah, so the station decided that the arrival of its new staffer would not go unnoticed. On the carnival's opening day Mr. Holder donned parachute and was taken up in an Air Force plane. An estimated 10,000 spectators were introduced to the d.j. by seeing him jump from 3,000 feet and parachute safely to the ground.

KGHF's 'Operation High School'

"Operational High School" has become an annual event at KGHF Pueblo, Colo. For training purposes, the students from four local high schools—Central, Centennial, Pueblo Catholic and Pueblo County —participate in operating the station for one day, under the supervision of KGHF personnel. The event was instituted in 1956 and proved so popular KGHF decided to repeat it each year.

WFMY-TV Sponsors Scholastic Art

The 31st National Scholastic Art Awards, one of the nation's largest art contests, is being regionally sponsored by WFMY-TV Greensboro, N. C. The competition, nationally sponsored by scholastic magazines, is open to all junior and senior high school art students. WFMY-TV will arrange a regional exhibition at Elliott Hall (N. C.) Women's College and handle entries gathered by art teachers in its viewing area. Winning pieces of work will be sent to New York after the exhibition to be judged by distinguished artists and educators, for the national prize. In addition to tuition scholarships to art schools and colleges, national winners can receive cash awards totalling $20,000. Entries can be submitted in any of 28 categories covering all phases of creative art, from painting, fashion designing and ceramics, to weaving, leathercraft and photography.

Mummy Gives 'Shock' to Baltimore

"The Mummy," was the title of the program in the WBAL-TV Baltimore *Shock!* series Nov. 16, and the station featured a 3,500-year-old mummy in a "one-sided repartee" with the program's host to give it an added touch of realism. The mummy was presented in an Egyptian sarcophagus which post-dates her days on the Nile by 400 years. The mummy is owned by a local amateur archeologist who says it has presented problems to him: "There's a state law against keeping a dead body, but the Maryland attorney general's office told me he guessed it was all right for me to hold on to her, because the mummy's so old."

Capt. Puget Plays Postman

Children who watch *The Capt. Puget Show* over KOMO-TV Seattle (Mon.-Fri. 3:45 p.m., PST), are able to write to—and get a letter from—Santa Claus, postmarked "North Pole." The Captain is taking a trip to Alaska to supervise Santa's replies to the children and to see that they get postmarked from that area. All letters addressed to Santa care of Capt. Puget will have to reach him before he embarks for

ON THE AIR
DEC. 7th
a 7
abc
THE KEY TO BETTER VIEWING
KVII
Channel 7
AMARILLO, TEXAS
Venard, Rintoul and McConnell, Inc.
Clarke Brown Co.

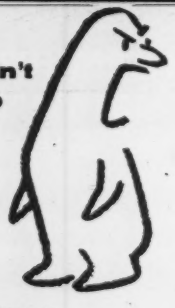
WHY PAY FOR DUPLICATE COVERAGE?
Get Grade "A" Coverage of Decatur-Springfield with WTVP abc
Complete 2-in-1 Coverage of a BILLION DOLLAR MARKET with lowest cost per thousand.
1 time 10-second rate comparison:
Station "A" Springfield (1 city coverage) $25.00
WTVP Decatur & Springfield (2-in-1 coverage).....$35.00
ILLINOIS
SPRINGFIELD
DECATUR
without duplication or triplication
WTVP 213,000 W. CHANNEL 17 abc
DECATUR, ILLINOIS
REPRESENTED BY GILL-PERNA, INC.

WDXI-TV CBS
JACKSON, TENNESSEE
Channel 7
Covering half million people in the mid-South
JACKSON
Represented by Venard, Rintoul & McConnell, Inc.

Mr.

TUNES · NEWS · TIME
says
I SELL MORE
because my
PULSE is ALWAYS
s·o·o·o HIGH!!
KSON
SAN DIEGO, CALIF.
SEE...FORJOE & CO., Inc.

you don't have to shout to be heard...



say it over
WJR
the radio station that reaches and influences the fifth richest market in the country...the Detroit-Great Lakes area.

Here's WJR's primary coverage area. Ask your Henry I. Christal man for proof of WJR's dominance.

The Great Voice of the Great Lakes
WJR Detroit
50,000 Watts CBS Radio Network

the North Pole Dec. 14. He will be accompanied by one of the station's cameramen who will record highlights of their trip for showing on the program when they return.

'Maverick Jr.' Chosen by KTRK

Youngsters under 13 had the chance to become KTRK (TV) Houston's "Little Maverick" in its contest promoting ABC-TV's *Maverick* shows seen over the station each Sunday at 6:30 p.m. The children were asked to write in telling why they would like to be chosen Little Maverick and were judged by the station on their letters. The winner received a western outfit and tickets to the Shrine Circus in Houston.

Evans' Spoken Essays Now on Wax

Dr. Bergen Evans' series of 15-minute "spoken essays," broadcast on Westinghouse Broadcasting Co. stations, have been released by The Spoken Word Inc., N. Y., in an album of four long-playing phonograph records. The series was originally broadcast on WBZ Boston, WBZA Springfield, Mass.; KDKA Pittsburgh; KYW Cleveland, Ohio; WOWO Fort Wayne, Ind.; WIND Chicago, and KEX Portland, Ore. In addition, WBC has made the programs available for free use on educational and non-commercial stations. The album is entitled "Of Many Things," and among others includes: "The Humor of Sinclair Lewis," "The Function of the Critic," "The Responsibilities of Being Intelligent" and "Chaucer—The Last Civilized Man."

KTBS-TV Gets Photos at the Fair

To increase traffic to its booth at the Louisiana State Fair, encourage people to tune into its fall schedule and to get an idea of viewer preference, KTBS-TV Shreveport ran a contest whereby entrants had the chance to get their picture on tv. Contestants entered by dropping their snapshots into box at the station's State Fair booth with name, address and their favorite KTBS-TV program written on the back. The photographs were shown in ten second spots with copy behind each picture mentioning the owner's name and his favorite KTBS-TV show. On each of the seven days of the promotion, to which 1,183 entries were received, the station drew one of the pictures at random and gave the owner $10. A newspaper ad detailed the rules, and other advertising was handled by the station's own facilities.

'Name My Tune,' Asks WEIM D.J.

Jack Richards, musical director-disc jockey of WEIM Fitchburg, Mass., is the composer of such popular hit songs as "He" (recorded by Al Hibbler and the McGuire Sisters) and "Queen of the Senior Prom" (Mills Brothers), and the station is revolving a contest round its talented staffer. Mr. Richards currently has a melody accepted by his publisher, but, as yet, it has no title. The contest calls for listeners to submit suggested names for the song, and the owner of the chosen title will receive 15% of the song's royalties.

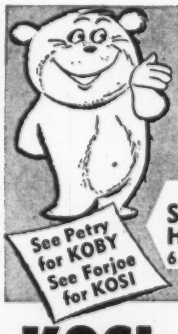
WNAC-TV BOSTON is buying time to advertise its shows from a competing media—local radio station WORL. The radio spots are aired during the day to plug the tv station's evening programs. Karl M. Frost (r), president of Frost Adv., is pictured signing the contract for its client WNAC-TV with Art Haley, general manager of WORL.

KYA Encourages Use of Libraries

To encourage people to utilize their local public libraries, KYA San Francisco has instituted a "Hidden Microphone" contest. The station has concealed a mike in one of the books in a Bay Area library and airs a clue to the book's identity and location each day to aid listeners in their search. The first one to find the miniature microphone will receive $100 cash award.

Boston Tv Editors 'Decoyed'

Boston newspaper tv editors reportedly received quite a shock when they were asked to report to Police Headquarters by a local policewoman. Their consciences were eased at finding it was a WBZ-TV Boston press preview to which they'd been "invited." The station premiered *Decoy* Nov. 10 (Sun. 10:30 p.m. EST) and, as the series deals with the adventures of a policewoman, WBZ-TV decided, with the cooperation of the police department, to afford the editors an insight into some of a policewoman's duties. To give the series more than the usual touch of realism, the guests toured the Bureau of Operations, receiving a description of a policewoman's varied assignments. Then, following lunch, the group saw the first in the *Decoy* series and were returned to their offices by squad car.



GIVE IT SELL!
KOSI and KOBY turnover products —not audience!
BOTH RADIO STATIONS NO. 1 in HOOPER and PULSE
6 a.m.-6 p.m. average share
See Petry for KOBY
See Forjoe for KOSI
KOSI · KOBY
Denver San Francisco
Mid-America Broadcasting Company

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Walton Purdom named vice president of Long Adv. Inc., San Jose, Calif.

Eleanor Dean, vice president, Ogilvy, Benson & Mather, to Warwick & Legler, N. Y., as vice president and creative executive. She will work on Revlon account.

◄ **George M. Glazier,** manager of advertising and sales promotion, American Oil Co., promoted to assistant general manager of sales. **John B. Goodman,** assistant director of public relations succeeds him.

Michael J. Jackson, formerly account executive with *Good Housekeeping*, to Mennen Co., N. Y., as assistant advertising manager.

Sam Pagliaro, production manager, Seklemian & North Adv., N. Y., to Gore Smith Greenland, N. Y., in similar capacity.

William J. Green, radio-tv director, Lewis Edwin Ryan, Washington, to Robert M. Gamble Inc. there, in similar capacity.

Donald Richards, formerly with promotion department of WRCA-AM-TV New York, named promotion-research director for radio-tv department of Branham Co., N. Y., representation company.

Jack DeMello, formerly vice president-general manager, Henry J. Kaiser radio and tv interests, Hawaii, to Vance Fawcett Assoc., Honolulu, as tv and radio activities director.

Armond Fields, assistant research director, McCann-Erickson Inc. Chicago, to MacFarland, Aveyard & Co. there, as research director.

Ralph W. Pasek, Gardner Adv. Co., St. Louis, Mo., named assistant director of radio-tv department.

Frank Fuchs Jr., advertising-sales promotion manager, Griesedieck Bros. Brewery Co., St. Louis, to Gardner Adv. Co., there, as marketing director.

DIRECTORS of D'Arcy Adv. Co., St. Louis, have elected three vice presidents from among its account and copy ranks, it was announced last week by Harry W. Chesley Jr. (seated r), agency president. Elected were Miss Bonnie Dewes, account executive on the Laclede Gas Co. account; Allan Clark, creative copy director, and Walter A. Armbruster (l), copy director. Miss Dewes has been with D'Arcy 16 years. Mr. Clark is creative copy head on all accounts handled out of D'Arcy's St. Louis headquarters. Mr. Armbruster, who is copy chief on locally handled accounts, is credited with helping develop the Budweiser "Where There's Life" campaign for Anheuser-Busch in tv and other media.

Ernest M. Walker, director, ABN central division, to Hicks & Greist, N. Y., as account supervisor on packages accounts.

◄ **Stuart Minton Jr.,** executive assistant to radio-tv vice president, Foote, Cone & Belding, N. Y., to S. F. office as radio-tv production head.

Clark Leavitt, creative research supervisor, Edward H. Weiss & Co., Chicago, to Leo Burnett Co., N. Y., as research supervisor.

Esther Burke, formerly manager of publicity department, Roy S. Durstine Inc., N. Y., has joined Barkas & Shalit, N. Y., public relations agency, in executive capacity and member of plans board.

Doris Craig, formerly radio-tv director, Fischbein Adv., Minneapolis, to William, Warren, Jackson & Delaney, N. Y., as radio-tv copy chief.

David Kempkes, formerly manager, KIHO Sioux Falls, S. D., to Leo Burnett Co., Chicago, as broadcast equipment supervisor.

Olga Fabian, former fashion coordinator, Biow Co. and Grey Adv., has joined Ogilvy, Benson & Mather, N. Y., in similar capacity.

James W. Switzer, formerly copy and account supervisor, Foote, Cone & Belding

MONTANANS
. . . have money
. . . spend money
and they prefer to watch
191,000 watts K·MSO-TV CBS ABC NBC
MISSOULA, MONTANA
affiliated with KGVO radio
MOSBY'S INC.

We're a' hankering to do some fast selling for you in Western New England, so loosen up the strings on your saddle bags and hit pay dirt on WWLP, Springfield and WRLP, Greenfield, Mass.

In Western New England Nearly Everyone Watches
WWLP Channel 22 Springfield-Holyoke, Mass.
WRLP Channel 32 Greenfield, Mass.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

Inc., Chicago, to Southern Adv. Inc., Miami, Fla., as assistant copy chief.

Denise James, formerly copywriter for Erwin, Wasey & Co., and Ted Bates & Co., both N. Y., to copy staff of Emil Mogul Co., N. Y.

William Daniel to copy staff of Kenyon & Eckhardt Inc., Chicago.

Jim Condon, copy chief, L. W. Ramsey Co., Davenport, Iowa, to George H. Hartman Co., Chicago, copy department.

Rosser Reeves, chairman of the board, Ted Bates & Co., N. Y., named chairman of advertising agency division of commerce and industry branch of New York state chapter of Arthritis and Rheumatism Foundation.

FILM

Charles Boasberg, special assistant to director of worldwide sales, Paramount Pictures, to general sales manager, Warner Bros. Pictures, effective Jan. 1.

George Swink, from Wyler-Peck Productions and formerly assistant head of RKO editorial department, to head studio editorial department of Universal-International Pictures. **Phil Scott,** with U-I editorial department for 11 years, becomes Mr. Swink's assistant.

Tom Seehof, account executive, Screen Gems Inc., L. A., to head Salt Lake City office.

Mark Sandrich, associate producer of *Richard Diamond, Private Detective,* Four Star Films Inc. half-hour tv programs broadcast last summer on CBS-TV replacement of *December Bride,* appointed producer of series which resumes shooting this week at RKO-Pathe studios, Hollywood. **Eigh Jason** will direct first six of new series.

Donald N. McClure, director of films, International Latex Corp. resigns Jan. 1.

Tony Rizzo, owner, Adv. Results Inc., Kansas City, Mo., to Guild Films Co., as midwest sales representative.

Karl Von Schallern, midwestern sales representative MCA-TV, to Gross-Krasne Inc. sales staff, headquartering in New Orleans.

Robert Newgard, formerly with Interstate Television Corp., Hollywood, to Screen Gems Inc., Chicago sales staff.

Marv Gold, formerly motion picture script writer at Coronet Instructional Films, to creative staff of Kling Film Productions, Chicago, as script writer for tv commercials, industrial films and special show material.

Charles S. Webb, 59 publicist for Screen Gems (tv film subsidiary of Columbia Pictures) died Nov. 13 of cancer.

NETWORKS

Tom McKnight, producer of NBC-TV's *Life of Riley* series, signed three-year contract with NBC.

Mary Kelly, staff writer on NBC-TV's *Today,* named associate producer of show.

Gil Stratton, sports director, CBS-TV Pacific Network and KNXT (TV) Los Angeles, named president, Football Writers of Southern California.

Jules Herbuveaux, vice president NBC, and general manager of WMAQ-WNBQ (TV) Chicago, elected vice chairman of Chicago Better Business Bureau.

Ed Sullivan, CBS-TV star, and CBS Director of Press Information **Larry Lowenstein** appointed co-chairman of publicity committee, Academy of Tv Arts & Sciences (N. Y. Chapter).

STATIONS

Harold Winkler, formerly faculty member, Harvard U. and U. of California, named president, Pacifica Foundation, and executive director of its KPFA-FM Berkley, Calif.

◄ **John T. Rutledge,** assistant general manager-commercial manager, WVJS Owensboro, Ky., named vice president in charge of sales. Mr. Rutledge became assistant general manager in 1948.

John M. Baldwin, vice ► president - business manager, KDYL and KTVT (TV), both Salt Lake City, to WTCN-AM-TV Minneapolis as vice president-general manager.

Buddy Starcher, manager, KCUL Fort Worth, Tex., to WCBG Chambersburg, Pa., as general manager.

◄ **Bill J. Scharton,** branch manager, Weed Television Corp., Des Moines, to KIOA, same city, as general manager. Mr. Scharton will be responsible for national sales for both KIOA and KAKC Tulsa, Okla., another Public Radio Corp., station.

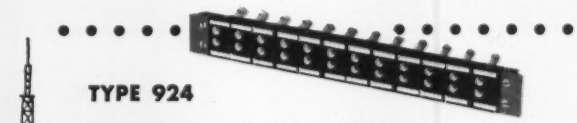
Donald G. Peterson, national sales manager, WOI-TV Ames, Iowa, to manager, Des Moines office, Weed Television Corp.

Kenneth Curto, assist- ► ant to general manager and sales manager of WPRO - AM - FM Providence, R. I., to WFIL-TV Philadelphia as sales manager. He succeeds **Sherman Gregory,** who transfers to national sales staff of Triangle

THE NEMS-CLARKE

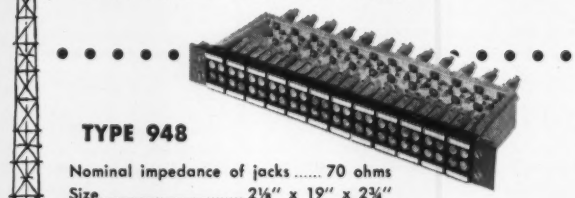
Video Jack Panels are designed to provide co-axial patching facilities for television installations or other applications where 70 ohm lines are used

Jack panel components also available



TYPE 924

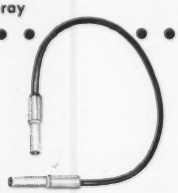
Nominal impedance of jacks ..... 70 ohms
Size ..... 2⅛" x 19" x 2¾"
Number of jacks 24
Mounting ..... Relay rack
Finish ..... Light Umber Gray



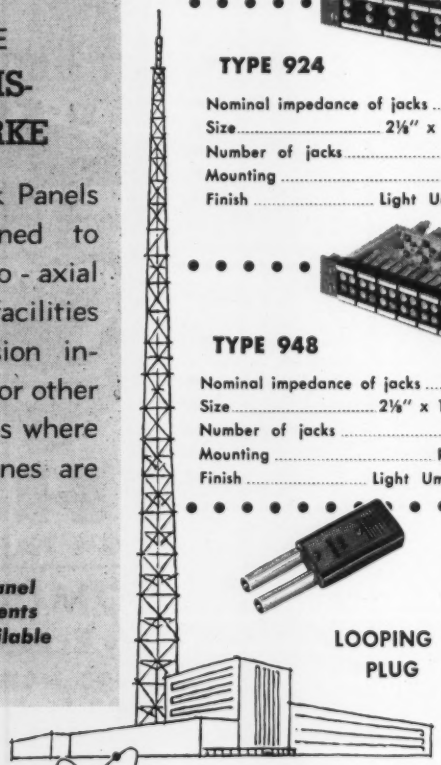
TYPE 948

Nominal impedance of jacks ..... 70 ohms
Size ..... 2⅛" x 19" x 2¾"
Number of jacks 48
Mounting ..... Relay rack
Finish ..... Light Umber Gray

LOOPING PLUG



PATCH CORDS 18" - 24" - 36"



NEMS • CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

stations in New York. WFIL-TV is Triangle station.

Fred Norman, associated with Grant Adv. Inc. for most of past 15 years, has resigned as assistant media director of agency to join Paul H. Raymer Co., Chicago, station representative, as account executive. He will concentrate on radio.

John W. Thompson Jr., president, Evening Star Broadcasting Co., (WMAL-AM-FM-TV) Washington, D. C., named *Washington Star* associate editor.

Franklyn T. Hovore, sales promotion manager, KTTV (TV) Los Angeles, to KRCA (TV), same city, as assistant advertising and promotion manager.

◄ **J. Reginald Miller,** public service-public relations manager, KOMO-AM-TV Seattle, named national sales manager, KOMO-TV, succeeding **Maitland Jordan** who becomes station manager.

Robert Benedict, sales manager, KLIK Jefferson City, Mo., takes on extra duties as regional sales manager of KHMO Hannibal, Mo. **Bill Cannady,** news director of KLIK takes on extra duties as assistant station manager.

Cecil H. Hamilton Jr., sales staff, KMA Shenandoah, Iowa, named sales manager.

Charles Harrison, news ► and public affairs director, WCKT (TV) Miami, Fla., to WMBD-AM-FM-TV Peoria, Ill., as news director. WMBD-TV's target date to start is early January.

◄ **Robert J. Hoth,** formerly with KVOO-TV Tulsa, Okla., to KAKC there, as general manager-vice president. He succeeds **John Pace** who joins a station in Des Moines.

Tom M. Percer, local sales manager-regional representative, WABT (TV) Birmingham, Ala., named sales manager.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

◄ **Jay Lloyd,** account executive, KTVT (TV) Salt Lake City, named local sales manager. Mr. Lloyd joined the station in 1954.

Hub Warner, former owner-manager, KORT Grangeville, to KBOI Boise, both Idaho, as production manager. **Vestal L. Baker,** associated editor, *National Guardsmen Magazine,* Washington, D. C., and **Henry G. Curtis,** formerly Boise bureau chief, United Press, to KBOI as news-tv sales service co-directors.

Willard A. Nichols, formerly with Polser Firestone Store in Bloomington, Ill. and with U. S. Rubber Co., appointed sales manager of WBLN-TV that city.

◄ **William H. McGraw,** industrial program producer, Wilding Pictures, to KDKA-TV Pittsburgh, Pa., as executive producer. Mr. McGraw also was with NBC-TV as director.

Louis E. Terri, chief announcer, WEIM Fitchburg, Mass., named program director.

James D. Eddins, film editor, WHTN-TV Huntington, W. Va., promoted to television director.

John M. McKeon, formerly presentation director of N. Y. division of General Outdoor Adv. Co., to director of promotion and advertising, WMGM New York.

Shirley Rousselle, formerly with WJHP-TV Jacksonville, Fla. to WMBR there as promotion director.

Jean Higginson ► **Harden,** formerly Powers model, to WVET-TV Rochester, N. Y., as women's affairs director and hostess of *Women's World* (Tuesday and Thursday, 1-1:30 p.m.).

Charles S. Lewis, public affairs director, WCAX-TV Burlington, Vt., appointed to Vermont Educational Television Commission.

Charles E. Hinds, formerly CBS-TV producer of *Eye on New York,* to WXIX (TV) Milwaukee, as program director. He succeeds **Leon Drew,** reassigned in similar capacity to KMOX-TV St. Louis.

John H. Wickliffe, formerly account executive, WLIB New York, to WCHB Inkster, Mich., as director of publicity and salesman.

Clair Weidenaar, former program director, KMO Tacoma, joins KIRO Seattle, both Washington, in similar capacity.

Garry Robert Quinn, account executive, WPGC Morningside, Md., to WWDC-FM Washington, as account executive.

Ralph F. Hiller to WEJL Scranton, Pa., as account executive.

Shel Karlan, research editor-news writer, KNXT (TV) Los Angeles, to Armed Forces Radio & Tv Service, Hollywood, as news editor-writer.

Jack Carew, staff director, WFGA-TV Jacksonville, Fla., promoted to production-public service coordinator.

Ken Conant, publicity staff, KTLA (TV) Los Angeles, named assistant producer.

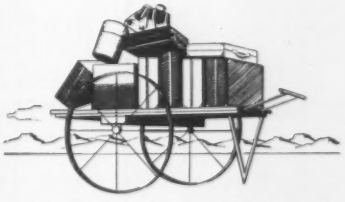
Jerry Gaines, formerly sales manager, WHAT Philadelphia, to WIBG, there, as sales representative.

John Arthur, control tower operator, Convair division, West Coast Aircraft, to KBYE Oklahoma City, as disc jockey succeeding **Grant Ladd** who resigns to enter retail business.

Jack Rourke, conductor of nightly after midnight program on KABC Los Angeles, named chairman of second annual "Miss Cinderemmy" contest of Academy of Television Arts & Sciences to locate most beautiful and charming girl working behind camera in tv. Winner will reign as Queen of ATAS' New Year's Eve Ball at Beverly Hilton Hotel, Beverly Hills, Calif.

Don Rose, program director, KRNY Kearney, Neb., to KWMT Fort Dodge, Iowa, as disc jockey.

Janice Dean, publicity writer, KTTV (TV) Los Angeles, to public relations staff,



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KTLA (TV) same city, in charge of program logs and guest relations staff.

Tom E. Even, announcer, WMOH Hamilton, Ohio, to WHTN-TV Huntington, W. Va., in similar capacity.

Stan Dale signed by WAIT Chicago for new six-per-week dj series, *Stan the Record Man*. He formerly was with WJJD same city.

Jean Slusser, engineering director, KOA-AM-TV Denver, retires Jan. 1, 1958, after 33 years continuous service.

David Shannon Allen, 60 stockbroker, Landrum, Allen & Co., Washington, died of heart ailment Nov. 19, in Mount Alto Hospital, there. Mr. Allen formerly was production director-night manager of NBC stations in that area.

Carl Akers, newsman at KLZ-AM-TV Denver, elected president of Missouri tions in that area.

PROGRAM SERVICES

Walter J. Dennis, president, Tele-Movie Development Co., L. A. (holder of toll tv franchise in Oceanside, Calif., and applicant in more than 30 other communities), will speak on "Cable Theatres—the Exhibitor's Place in Television" Dec. 4 at meeting of Arizona Theatre Owners Assn., in Phoenix.

PROFESSIONAL SERVICES

John A. Kellogg, formerly vice president of research planning at Institute for Motivational Research, Croton-On-Hudson, N.Y., to vice president and general manager, Forbes Marketing Research, N.Y.

MANUFACTURING

Gerald L. Moran, chief engineer, chemical and metallurgical division, Sylvania Electric Products Inc., Towanda, named general manager. **Paul W. Felten,** engineering planning division manager, succeeds him. **Calvin J. Sparrow,** plant manager, named manufacturing manager.

Rondal L. Miller, Kentucky and Tennessee zone manager, Motorola, and **Howard Larsen,** electronic parts distributor, Chicago, to Allen B. Du Mont Labs as southern and midwest regional sales managers, respectively.

Henry McConnell, manufacturing superintendent, Sylvania Electric Products wiring plant, Warren, Pa., named wire plant manager.

Joseph P. Kates, formerly assistant patent counsel for U. S. Naval Gun Factory, Washington, to patent attorney for technical products department and communication products department, General Electric's industrial electronics division, Syracuse, N.Y.

Thomas P. Clements promoted from assistant service manager to national service manager, Admiral Corp., Chicago.

Charles N. Hoffman, sales staff Warwick Mfg. Co., Chicago, named director of sales over Silvertone model line comprising tv sets, tape recorders, phonographs, portable and clock radios. Appointed as Mr. Hoffman's assistants were **William J. Schroeder, Robert O'Brien, William H. Brodie** and **Fred L. Holmes. John W. Burton** was named to succeed Mr. Hoffman on sales staff.

Arthur C. McCarroll Jr., formerly with Chrysler Corp., to director of public relations division and field relations, International Telephone & Telegraph Corp. Appointment of **C. Gayle Warnock,** formerly public relations manager of Ford Motor Co.'s Edsel division, as IT&T director of news services, also announced.

TRADE ASSNS.

Albert R. Beatty, assistant vice president, Assn. of American Railroads, Washington, D. C., named president, Public Relations Society of America, D. C. chapter.

Robert L. Bliss, president, Robert L. Bliss Co., N. Y., named research committee chairman, International Public Relations Assn.

Alvin Dorian, managing director, Western States Advertising Agencies Assn., resigns Dec. 1.

EDUCATION

Janet Kuska, graduate of U. of Nebraska, joins KSAC Manhattan (Kansas State College), as programmer and announcer.

GOVERNMENT

Christian E. Rogers Jr., engineering assistant to former FCC Chairman George C. McConnaughey named regional solicitor for Interior Department in Alaska.

INTERNATIONAL

Curt Hanson, for over six years with WFRO Fremont, Ohio, to account executive at XEAK Tia Duena, Mexico, working out of sales offices in L. A. and San Diego, Calif.

Rick Campbell, formerly announcer, CHUM Toronto, Ont., to Locke, Johnson Co. Ltd., there as broadcast department director.

◄ **Keith Kearney,** commercial manager, CKOY Ottawa, to Radio & Television Sales Inc. (station representatives), Toronto, both Ontario, as sales representative.

Bart Gibbs, formerly sportcaster, Montreal and Edmonton radio stations, to Stephens & Towndrow Ltd., Toronto, Ont., as sales representative.

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Station Authorizations, Applications

(As Compiled by Broadcasting)

November 14 through November 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Nov. 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,092	3,279	311	495	158
Fm	522	580	81	91	17

FCC Commercial Station Authorizations

As of Oct. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,092	522	379
Cps on air	3,157	533	536
Cps not on air	122	47	119
Total authorized	3,279	580	655
Applications in hearing	158	17	84
New stations request	368	29	75
New station bids in hearing	116	9	50
Facilities change requests	217	17	42
Total applications pending	1,177	138	356
Licenses deleted in Aug.	0	1	0
Cps deleted in Aug.	4	0	2

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	408	84	492[1]
Noncomm. Educational	21	5	26[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	365	328	693[3]
Noncomm. Educational	29	21	50[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,127	337	884	591	1,475[3]
Noncomm. Educ.	68		38	34	72[4]
Total	1,195	337	922	625	1,539[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS BY FCC

Elk City, Okla.—Southwest Bcstg. Co.—Granted vhf ch. 8 (180-196 mc); ERP 14.86 kw vis., 7.43 kw aur.; ant. height above average terrain 123 ft., above ground 203 ft. Estimated construction cost $55,537, first year operating cost $70,000, revenue $77,000. P. O. address % **Lonnie J. Preston, KASA Elk City.** Geographic coordinates 35° 25′ 28″ N. Lat., 99° 24′ 52″ W. Long. Trans. DuMont, ant. Prodelin. Legal counsel Abe L. Stein, Washington, D. C. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant, owned by Mr. and Mrs. Preston, is licensee of KASA. Prestons hold 65.66% interest in **KWOE Clinton, Okla.** Announced Nov. 20.

APPLICATIONS

New Orleans, La.—Coastal Television Co., vhf ch. 12 (204-210 mc); ERP 316 kw vis., 181.26 kw aur.; ant. height above average terrain 1,324.23 ft., above ground 1,379.7 ft. Estimated construction cost $1,551,000, first year operating cost $1,300,000, revenue $1,500,000. P. O. address 1320 National Bank of Commerce Bldg., New Orleans, La. Studio location New Orleans, La. Trans. location near Socola, La. Geographic coordinates 29° 32′ 33″ N. Lat., 89° 44′ 10″ W. Long. Trans., ant. RCA. Legal counsel Bailey Walsh & Welch, Mott & Morgan, Wash., D. C. Consulting engineer John H. Mullaney, Wash., D. C. Owners are **William G. Aly, Richard J. Carrere, Frank B. Ellis, George C. Foltz, George E. Martin, Joseph A. Paretti, Chalin O. Perez, John E. Pottharst** and **William H. Saunders** (each 11.11%). Mr. Aly is accountant. Mr. Carrere has real estate and insurance interests. Mr. Ellis is attorney. Mr. Foltz has various business interests, as do Messrs. Martin, Paretti, Pottharst and Saunders. Mr. Perez is attorney and rancher. Announced Nov. 20.

New Bedford, Mass.—New England Television Co. Inc., vhf ch. 6 (82-88 mc); ERP 98 kw vis., 50 kw aur.; ant. height above average terrain 1,013 ft., above ground 998 ft. Estimated construction cost $693,189, first year operating cost $581,838, revenue $611,702. P. O. address Frank Lyman Jr., 445 Concord Ave., Cambridge, Mass. Studio location New Bedford, Mass. Trans. location on Gay Head, 2.5 miles S.W. of Menensha, Mass. Geographic coordinates 41° 19′ 54″ N. Lat., 70° 48′ 24″ W. Long. Trans., ant. RCA. Legal counsel Cottone and Scheiner, Wash., D. C. Consulting engineer George C. Davis, Wash., D. C. Owners are **Alfred DeMaris, Harold C. Arcaro, Samuel Hamin, Frank Lyman Jr.** and **John M.**

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Dunne (each 20%). Mr. DeMaris has transportation interests. Mr. Arcaro, attorney, is one-sixth owner of **WRIB Providence, R. I.**, president and 30.66% owner of **WNET (TV) Providence**. Mr. Dunne is 30.33% owner of WNET (TV). Mr. Hamin is 30.33% owner of WNET (TV). Mr. Lyman is president and 74% owner of **WTAO Cambridge** and **WXHR Boston**, both **Mass.** Announced Nov. 14.

Eugene, Ore.—Northwest Video, vhf ch. 9 (186-192 mc); ERP 1.64 kw vis., 0.84 kw aur.; ant. height above average terrain 853 ft., above ground 200 ft. Estimated construction cost $75,758, first year operating cost $125,000, revenue $130,000. P. O. address 235 Quadro Vecchio Drive, Pacific Palisades, Calif. Studio and trans. location Eugene, Ore. Geographic coordinates 44° 00′ 03″ N. Lat., 123° 06′ 16″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Julian Freret % Roberts & McInnis, Wash., D. C. Consulting engineer Dawkins Espy, Los Angeles, Calif. Owners are **Thomas B. Friedman** and **Dawkins Espy** (each 50%). Mr. Espy, consulting radio engineer, is 37.5% owner of **KAIR Tucson, Ariz.** Mr. Friedman is member of technical staff of Ramo-Woolridge Corp., Los Angeles, Calif. Announced Nov. 18.

ALLOCATIONS

PROPOSED TV CHANNEL CHANGE

By notice of proposed rule making, Commission invites comments by Dec. 16 to proposal by **WKRG-TV Inc. (WKRG-TV,** ch. 5, **Mobile, Ala.)** to assign ch. 13 to **Panama City, Fla.,** as a "drop-in."

New Am Stations

ACTIONS BY FCC

Tuscaloosa, Ala.—Frank Edward Holladay, Joseph William Carson and **John Shelton Primm** d/b as **New South Radio**—Granted 1420 kc, 5 kw D. P. O. address % Mr. Holladay, Box 1245, Meridian, Miss. Estimated construction cost $24,916, first year operating cost $45,000, revenue $54,000. Principals own 75% of **WLSM Louisville;** 60% of **WCLD Cleveland,** and Mr. Holladay and Mr. Carson own 100% of **WNSL Laurel,** all **Miss.** Mr. Carson is mgr., **WMOX Meridian,** and Mr. Holladay is commercial mgr. Announced Nov. 14.

Bakersfield, Calif., Edward E. Urner—Granted cp for new am station to operate on 1350 kc, 1 kw D; trans. to be operated by remote control.

Bakersfield, Calif.—Valley Bcstg. Co.—Granted 800 kc, 250 w D. P. O. address Box 933, Beverly Hills, Calif. Estimated construction cost $80,000, first year operating cost $50,000, revenue $60,000. Principals are equal owners **Dawkins Espy,** 37.5% owner of **KAIR Tucson, Ariz.,** and **William J. Hyland.** Announced Nov. 14.

Meridian, Miss.—Louis Alford, Phillip D. Brady, Albert M. Smith d/b as Southwestern Bcstg. Co. of Miss.—Granted 1330 kc, 1 kw D. P. O. address % Mr. Brady, Box 604, McComb, Miss. Estimated construction cost $14,523, first year operating cost $30,000, revenue $48,000. Mr. Alford, Mr. Brady and Mr. Smith each own ⅓. **WAPF McComb, WMDC Hazlehurst,** both **Miss.** and **WABL Amite, La.** Announced Nov. 14.

Fayetteville, N. C.—Daniel F. Owen—Granted 1600 kc, 1 kw D. P. O. address % Mr. Owen, 2908 Fort Bragg Rd., Fayetteville. Estimated construction cost $9,980, first year operating cost $36,000, revenue $48,000. Mr. Owen, tv and appliance dealer, will be sole owner. Announced Nov. 14.

APPLICATIONS

Yuma, Ariz.—Desert Bcstg. Co., 1320 kc, 500 w D. P. O. address Apt. 29, 4020 Arch Drive, North Hollywood, Calif. Estimated construction cost $15,496, first year operating cost $36,000, revenue $40,000. Owners are **Robert William Crites** and **Sherman Somers** (each 50%). Mr. Crites is promotion manager, Ray Thomas Co., Los Angeles, Calif. Mr. Somers is promotion director Central Records, Los Angeles. Announced Nov. 15.

El Cajon, Calif.—San Luis Rey Bcstg. Co., 1600 kc, 1 kw Unl. P. O. address Box 779, Oceanside, Calif. Estimated construction cost $29,900, first year operating cost $84,000, revenue $120,000. Owners are **Courtland W. Shancks** and **Thelma M. Shancks** (as tenants in common), **Nathaniel P. Maurer, Walter Johnson, Thomas W. Braden, Earl N. Frazee** and **Francis M. Frazee** (as tenants in common), **Elmer Glasser, Edward S. Ridley** and **Mary V. Ridley** (as tenants in common), **David Rorick Jr.** and **Moritz Zenoff** (each 11.11%). Courtland and Thelma Shancks have retail hardware & appliance stores. Mr. Maurer is flower grower. Mr. Johnson is fire chief. Mr. Braden is newspaper publisher. Earl and Frances Frazee are retired. Mr. Glasser has clothing store. Edward Ridley is newspaper business manager. Mr. Rorick is auto dealer. Mr. Zenoff is newspaper publisher. Announced Nov. 15.

Dunedin, Fla.—Sound Radio Inc.—1440 kc, 500 w D. P. O. address 1130 Brierfield Drive, Jacksonville, Fla. Estimated construction cost $18,439, first year operating cost $43,620, revenue $61,080. Owners are **Robert I. Horne** 66⅔% and **Richard C. Fellows** (33⅓%). Mr. Horne is in candy. Mr. Fellows is operations manager of **WPDQ Jacksonville, Fla.** Announced Nov. 19.

Deerfield-Highland Park, Ill. — Mid-America Bcstg. System Inc., 1430 kc, 1 kw D. P. O. address Box 457, Davenport, Iowa. Estimated construction cost $46,500, first year operating cost $125,000, revenue $135,000. Owners are **Lester L. Gould** (68.75%) and others. Mr. Gould is president and 60% stockholder of KFMA Davenport, Iowa. Announced Nov. 14.

Waterville, Me.—Melvin L. Stone, 1380 kc, 500 w D. P. O. address WLOB 212 Middle St., Portland, Me. Estimated construction cost $17,870, first year operating cost $50,000, revenue $55,000. Mr. Stone, sole owner, is president and 76.716% owner of **WRUM Rumford, Me.,** president and 55.493% owner of **WGHM Skowhagen, Me.,** vice president, general manager and 25% owner of **WLOB Portland, Me.,** and president and ⅓ owner of cp for **WSME Sanford, Me.** Announced Nov. 15.

North Augusta, S. C.—North Augusta Bcstg. Co., 1380 kc, 1 kw D. P. O. address Box 6326, North Augusta, S. C. Estimated construction cost $24,256, first year operating cost $38,500, revenue $47,250. Owners are **Stathy J. Verenes, John H. Williams, Robert E. Johnson** (each 28⅓%) and others. Mr. Verenes is in bottling. Mr. Johnson is attorney. Mr. Williams is attorney. Announced Nov. 19.

Stuart, Va.—Mecklenburg Bcstg. Corp., 1270 kc, 1 kw D. P. O. address John W. Schultz, Box 1284, Martinsville, Va. Estimated construction cost $14,919, first year operating cost $36,000, revenue $42,500. Owners are **John W. Schultz, Philip F. Hedrick** (each 39.2%) and others. Mr. Schultz was president and 49% stockholder of **WJWS South Hill, Va.,** until June 15, 1954. Mr. Hedrick is chief engineer and former less than 1% stockholder of **WSJS-AM-FM Winston-Salem, N. C.** Announced Nov. 14.

Existing Am Stations

ACTION BY FCC

KIFI Idaho Falls, Idaho—Granted change of facilities from 1400 kc, 250 w unl., to 1150 kc, 5 kw D; engineering condition.

New Fm Stations

ACTIONS BY FCC

Santa Maria, Calif.—John I. Groom and **James Hagerman,** granted 102.5 mc, 11 kw unl. P. O.

Middle-Atlantic State

$70,000.00

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The quickest, surest way to get your station on the air is to deal with

Collins Radio Company

COLLINS

CREATIVE LEADER IN COMMUNICATION

address 510 West Morrison St., Santa Maria. Estimated construction cost $8,000, first year operating cost $1,000, revenue $5,000. Owners are Messrs. Groom and Hagerman (each 50%). They are also co-partners in **KSMA Santa Maria.** Announced Nov. 14.

San Diego, Calif.—**Sherrill C. Corwin,** granted 96.5 mc, 29.5 kw unl. P. O. address 122 S. Robertson, Los Angeles 48, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $25,000. Mr. Corwin, sole owner, is 10-15/16% stockholder of **KPRO Riverdale, KROP Brawley, KYOR Blythe** and **KREO Indio,** all **Calif.,** 15% stockholder of **KAKE-AM-TV Wichita, Kan.,** and applicant for various stations. Announced Nov. 14.

Oklahoma City, Okla.—**Capitol City Bcstg. Co.,** granted 98.9 mc, 17.5 kw unl. P. O. address 4516 North Libby, Oklahoma City, Okla. Estimated construction cost $5,875, first year operating cost $5,400, revenue $8,000. Owners are **Edwin Powell Nall** and **Charlene Nall** (each 50%). Mr. Nall is university athletic business manager; Charlene Nall is housewife. Announced Nov. 14.

APPLICATION

San Francisco, Calif.—**RKO Teleradio Pictures Inc.,** 106.1 mc, 70.66 kw unl. P. O. address 1313 North Vine St., Hollywood 28, Calif. Estimated construction cost $53,772, first year operating cost $13,050, revenue none. **RKO Teleradio Pictures Inc.** also owns **WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, Tenn.** and **WGMS-AM-FM Washington, D. C.** RKO Teleradio also owns **Don Lee** and **Yankee Networks.** Announced Nov. 14.

Existing Fm Stations

ACTIONS BY FCC

KSJO-FM San Jose, Calif.—Granted change from Class A to Class B, change from 95.3 mc to 92.3 mc, increase ERP from 1 kw to 1.40 kw and ant. height from minus 610 ft. to minus 66 ft.

KSEL-FM Lubbock, Tex.—Granted subsidiary communications authorization to furnish background music and storecasting service, both on multiplex basis.

Ownership Changes

ACTIONS BY FCC

KENL Arcata, Calif.—Granted transfer of control from **Vern** and **Edna Emmerson** and **Vincent W. Lambert** to **Melvin D.** and **Aldine T. Marshall;** consideration $70,000. Announced Nov. 14.

WDLP-AM-FM Panama City, Fla.; WCOA Pensacola, Fla.—Granted assignment of licenses (100% owned by **Perry Enterprises Inc.**) to **Dixie Radio Inc.;** consideration $400,000 ($150,000 for WDLP-AM-FM and $250,000 for WCOA). **Denver T. Brannen,** president of Dixie Radio Inc., is licensee of **KCIL Houma, La.,** and **WDEB Gulfport Miss.** Announced Nov. 14.

WBHB Fitzgerald, Ga.—Granted transfer of control from **H. C. Vaughn** to **Otto Griner** and **Paul E. Reid** (interest in **WOOW New Bern, N. C.**); consideration $33,500. Announced Nov. 14.

WTAY Robinson, Ill.—Granted acquisition of positive control by **Kathryn A. Duncan** and **Harold E. Dorsey** (now 50% owners) by purchase of remaining 50% stock from **Edwin Phelps Sr.** and **Edwin Phelps Jr.;** consideration $30,000.

WAWK Kendallville, Ind.—Granted transfer of control from **Paul L. King** and **Weldon M. Cornell** to **Gertrude A. Cornell, Robert E. Horn** and **Frederick A. Manahan;** gift, debt cancellation and monetary considerations. Announced Nov. 14.

KPEL Lafayette, La.—Granted relinquishment of negative control by **Howard T. Tellespen** to **John H. Crooker Jr., John B. Coffee, Boyd Mullen** and **Mrs. Thomas C. Evans;** consideration 10% of stock to each for $1 a share.

WRKD Rockland, Me.—Granted assignment of license to **Knox Bcstg. Co. Inc. (C. D. Brown,** pres.; interests in **WTVL Waterville; WABI-AM-TV Bangor** and **WPOR Portland,** all **Me.**); consideration $60,500. Comr. Craven absent.

WKBX Corinth, Miss.—Granted assignment of license from **Luther C. Moore,** *et al.,* to **Triangle Bcstg. Corp.** (of which Mr. Moore is pres.); no consideration. Announced Nov. 14.

WHFI (FM) Newark, N. J.—Granted (1) mod. of cp to move trans. and studio to **New York City,** change ant. system ERP from 2.8 to 1.3 kw and ant. from 420 to 1,350 ft.; trans. to be operated by remote control; and (2) granted assignment of cp and SCA to **DuMont Bcstg. Corp.** (licensee of **WTTG [TV] Washington, D. C. WNEW** and **WABD [TV] New York City**); consideration $40,000. Comrs. Bartley and Ford voted for 309 (b) letter on both applications.

WTRY Troy, N. Y.—Granted transfer of control from **C. George Taylor, Robert T. Engles, Mowry Lowe** and **Kenneth M. Cooper** to **The WTRY Bcstg. Corp. (Victor W. Knauth,** chmn. of bd., 76.1% owner and **Daniel W. Kops,** pres. and treas., 23.9% owner, have interests in **WAVZ New Haven, Conn.**); consideration $1,300,000.

WKIX-AM-FM Raleigh, N. C.—Granted (1) renewal of fm license and (2) assignment of licenses to **Ted Oberfelder Bcstg. Co. Inc. (T. I. Oberfelder,** pres.); consideration $167,925.

WTVQ (TV) Pittsburgh, Pa.—Is being advised that applications for (1) extension of time to construct and (2) transfer of control to **Edward Lamb** indicate necessity of hearing because of construction delay considerations.

WLBG Laurens, S. C.—Granted transfer of control from **Scotland Bcstg. Co.,** *et al.,* to **Charles W. Dowdy;** consideration $63,000.

WCFV Clifton Forge, Va.—Granted transfer of negative control from **E. T.** and **Hazel J. Nicely** to **C. H.** and **Joseph W. Lawley** for $18,138. Announced Nov. 14.

APPLICATIONS

KINY Juneau, Alaska—Seeks assignment of license from **Alaska Bcstg. Co.** to **Alaska Bcstg. System Inc.** Corporate change. No control change. Announced Nov. 20.

KIFW Sitka, Alaska—Seeks assignment of license from **Alaska Bcstg. Co.** to **Alaska Bcstg. System Inc.** Corporate change. No control change. Announced Nov. 20.

KTKT-AM-FM Tucson, Ariz.—Seeks assignment of license and cp from **Thomas J. Wallace** to **Copper State Bcstg. Corp.,** new corp. owned 50% by Mr. Wallace and wife and 50% by **House Party Productions Inc.,** for $115,000. Announced Nov. 20.

KYNE Port Hueneme, Calif.—Seeks assignment of cp from **Pacific Bcstrs.** to **Coast Bcstrs.** for $2,900. Coast Bcstrs. is owned by **Donnelly C. Reeves, A. Judson Sturtevant Jr.** and **J. Claude Warren** (each 1/3). Mr. Warren is engineer, **KFWB Hollywood, Calif.** Mr. Reeves is owner of **KAHI Auburn, Calif.** Mr. Sturtevant is sales manager, **KFIV Modesto, Calif.** Announced Nov. 19.

KITO San Bernardina, Calif.—Seeks assignment of license from **Cosmopolitan Bcstg. Corp.** to **Radio Assoc. Inc.** for $100,000 cash and $100,000 negotiable promissory note. Radio Assoc. is owned by **Lisle R. Sheldon** (34%), **Stephen W. Royce, Southern Calif. Bcstg. Corp.** (each 20%) and others. Mr. Sheldon is in advertising. Mr. Royce has hotel and steamship interests. Southern Calif. Bcstg. Corp. operates **KWKW Pasadena, Calif.** Announced Nov. 14.

WGHF (FM) Brookfield, Conn.—Seeks acquisition of positive control of licensee corp. **(Eastern Bcstg. System Inc.)** by **August J. Detzer** through purchase of stock from **W. G. H. Finch** and **Elsie G. Finch** for $4.80 per share. Announced Nov. 14.

WRGR Starke, Fla.—Seeks transfer of control of licensee corp. **(Tidewater Bcstrs.)** from **Alfred H. Temple** and **Alma Horn Temple** to **Rudolph M. Chamberlin** for $11,750. Announced Nov. 14.

WVLN-AM-FM Olney, Ill.—Seeks assignment

Continued on page 115

ALLEN KANDER & CO.

NEGOTIATORS

FOR THE PURCHASE AND SALE OF

RADIO and TELEVISION STATIONS

EVALUATIONS

FINANCIAL ADVISERS

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- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Need a combo manager-salesman for small southwest single market. Must be capable of personal sales, as well as organizational ability to train others in competitive market. Must have knowledge of agency and regional accounts. Box 802B, BROADCASTING.

Station manager or commercial manager. Independent in market of 30,000 with 11 years experience, local, network, small and metropolitan markets with excellent references. Thorough knowledge of music-news operation. Promotion-minded. Can sell against best salesman in town. Available January first 1958. For salary requirements, references, and resume write Box 926B, BROADCASTING.

If you are presently a sales manager or top salesman, well-versed in all phases of radio, we have opening for a station manager in a medium Wisconsin market. Station has been in the black since going on the air and we will offer a good basic salary plus an incentive plan. Station is part of a very fast growing organization and if you prove yourself here, we have bigger things to offer you within the organization. Please send picture and full details in first letter. Box 123C, BROADCASTING.

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

New Texas daytimer needs top sales manager. If you have proven record, contact Tom Gibson, KZEY, Tyler, Texas.

Sales

Good opportunity in Wilmington, Delaware for experienced man who can sell radio. Guaranteed $125 per week against 15%. Personal interview necessary. List age, education, experience, present billing. Box 685B, BROADCASTING.

Salesman or salesmanager single station market 15,000; $500 plus percentage earnings. Experience other phases required. Box 130C, BROADCASTING.

Splendid future with Boston independent for man with proven sales ability. Man with imagination, organizational talent can advance. Good salary plus. Box 181C, BROADCASTING.

Executive calibre, experienced sales manager who can sell for position with excellent future. Memphis independent. Box 182C, BROADCASTING.

Good salary plus for experienced man. Real future for right man. Minneapolis independent. Box 183C, BROADCASTING.

We are looking for a saleslady to assist in radio time sales. We would like one with either agency or station experience. A guaranteed salary plus commissions to handle specialty accounts. Some air time if desired. Send photo and full information. WFRO, Fremont, Ohio.

Immediate opening for experienced salesman. Established accounts and market. Guarantee against commission. This is a well paying position for the ambitious salesman. Send full information, experience and photo. You will be called by phone for personal interview if your **qualifications meet requirements. Contact Robert** F. Wolfe, WFRO, Fremont, Ohio.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

Immediate opening for staff announcer qualified also as newsman. 1,000 watt independent near Chicago. Personal interview necessary, detail age, education, experience in resume. Box 821B, BROADCASTING.

Will have opening around January first for chief announcer. Excellent proposition for man capable assistance on sales and copy or play-by-play sports. Single station market Rocky Mountain west. Box 925B, BROADCASTING.

Disc jockey and special events man for top-rated show on top-rated news and music indie. Sunny Florida living in booming market. Send tape, resume, etc., to Box 958B, BROADCASTING.

Immediate opening—dj midwest. Peppy. Experienced. Introduce records in rhyme. $150 week. Box 102C, BROADCASTING.

Maryland independent wants staff announcer with some experience who can do good record show and operate board. Box 131C, BROADCASTING.

Two announcers in established western Pennsylvania station. Must be experienced in board work, news writing and show imagination in dj work. Good pay to right men. Send tape, references, salary requirements, background and picture. All material will be returned promptly. Box 152C, BROADCASTING.

Here's what we want: A sober man; a family man (or a real adult who thinks like one); a young man; a man who knows music and can read news; a man who likes the south; a man who would like to become a part of a very small community and a top radio station. A man who can accept a small but good salary and grow with station. If you like fresh air and radio with a large breath of it, if you're good enough to mould into an operation and not rebuild to suit you, send photo, audition tape, and salary requirements with first letter. If you have a ticket so much the better. Box 153C, BROADCASTING.

Above-the-average announcer-salesman for kilowatt daytime music station in one of Georgia's best markets. Top salary plus liberal commission. Box 163C, BROADCASTING.

Announcer, with bright delivery, with news and production ability, as key man in new production format at No. 1 station in medium market. Send resume and tape to Box 169C, BROADCASTING.

Ohio, immediate—dj, fast paced, experienced. Call Akron, Blackstone 3-6171.

Need good combination disc jockey. Play-by-play man or play-by-play salesman. First class helpful but not necessary. Salary, talent and commission. KFJI, Klamath Falls, Oregon.

Wanted, experienced announcer California independent. KONG, Visalia, California.

Snappy announcer-salesman. If you have "zoom" for music and news phone KPRK, Livingston, Montana. Paying eighty-five dollars week plus fifteen percent commission to start.

Announcer with first phone, no maintenance, contact G. C. Packard, KTRC, Santa Fe, N. M.

Announcer experienced all phases needed immediately by 5,000 watt NBC station, city of 17,000. Our man should hail from Kansas or adjacent states. This is permanent position with good station and floaters need not apply. Send audition, references, marital and draft status, and salary requirements to Jim Heaton, KVGB, Great Bend, Kansas.

New Texas daytimer needs two personality dj's. Rush tape and resume to Tom Gibson, KZEY, Tyler, Texas.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-engineer. First class license. Good conditions, staff, town. Small market, Kansas. Enjoyable announcing shift. Box 185C, BROADCASTING.

First phone announcer wanted, not necessarily highly experienced. Must be young, aggressive, and willing to work. WFBF, Fernandina Beach, Florida.

Announcer with first phone wanted. Enjoy living in Florida's city beautiful. Send tape, photo, state salary and qualifications to Don Clark, WKIS, Orlando, Florida.

Experienced staff dj. All-round man. WKLZ, Kalamazoo, Michigan.

Wanted, announcer with sports experience. Joe Phillips, WSSO, Starkville, Mississippi, home of Mississippi State College.

Big small town market of 70,000 (general vicinity of Atlanta) wants combo man with 1st phone ticket for night shift—never more than 4 or 5 hours per night on board, only 5 nights a week. Must have good voice. Send tape, resume and desired starting salary immediately to Don Mitchell, 230 Lakeview Ave., NE, Atlanta 5, Georgia.

Technical

Need an engineer-announcer for small southwest single market. Prefer man from the southwest. Box 801B, BROADCASTING.

Wanted engineer for 5000 watt network affiliate, **south, must stay sober, be cooperative, energetic** with good character. Full information photo, **references required first letter. Box 804B,** BROADCASTING.

Chief engineer-announcer or chief engineer-salesman with solid experience either combination, salary to $125 depending. Midwest preferred. Require complete resume, tape, picture. Box 961B, BROADCASTING.

Eastern Kentucky daytimer needs first class engineer immediately. Send complete resume. Box 991B, BROADCASTING.

Wanted, engineer-announcer with first class phone. Central Penna Network affiliate. Experience preferred, immediate opening, benefits. Write Box 999B, BROADCASTING.

Southwest station wants all-around chief engineer with good record. Box 115C, BROADCASTING.

Need engineer for active station. Some announcing. Good pay and pleasant working conditions. Box 138C, BROADCASTING.

First phone needed by northwest independent. Box 145C, BROADCASTING.

Chief engineer-announcer. Small market, non-directional station. Kansas. Studio, transmitter together. Standard, easily maintained equipment. Pop music, commercial and news announcing. Congenial staff. Good town. Box 184C, BROADCASTING.

Engineer-announcer with first ticket for 1 kw daytime. Congenial staff, pleasant working conditions. Contact Manager, Station WAXE, Vero Beach, Florida.

Chief engineer-announcer. $100 week start. Need January 1st to install all new Gates equipment for 1 kw modern station. Ideal living and working conditions. Write Joe Grollman, WAZA, Bainbridge, Georgia.

Combo 1st phone, no maintenance. Experienced. WHTG, Route 1, Asbury Park, New Jersey.

Technical supervisor take charge well equipped am-fm operation. New Gates kilowatt am, GE fm transmitters, remote controlled. Applicants must have several years all-around maintenance experience. Excellent opportunity for engineer preferring station which maintains A-1 equipment condition. Contact Ray Cheney, WMIX, Mt. Vernon, Illinois.

Wanted, engineer, first class, for 5 kw directional, no announcing required. Contact Harry W. Jackson, CE, WMMN, Fairmont, W. Va.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Someone to handle traffic and some correspondence. Progressive station. Northwest North Carolina. Wonderful climate. Excellent pay to the right person. Box 882B, BROADCASTING.

Want experienced local newsman. Photographic experience helpful. Pay in three figures for right man. Send pix, tape and full facts. Box 940B, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 946B, BROADCASTING.

Experienced woman office and traffic manager with bookkeeping knowledge and well-rounded small station background. Salary to $85. Furnish complete resume, references, picture. Midwest. Box 962B, BROADCASTING.

5000 watt mid-west radio needs assistant news and sports director. News leg and air work sports, air color play-by-play. Music background, first phone ticket. Young married man preferred. Excellent future. Send tape, photo, references, salary expected to James Jae, Manager, KHMO, Hannibal, Missouri.

Immediate opening for experienced, creative radio newsman. WCOJ, Coatesville, Penna.

Copywriter. Experienced. Send details. WEOK, Poughkeepsie, N. Y.

RADIO

Situations Wanted

Management

Experienced manager, thirteen years radio-television. Looking for opportunity to manage station, become part-owner. Degree, family, sales-minded, economical operator. Good references. Box 993B, BROADCASTING.

Enthusiastic manager-sales manager desires change. Thoroughly experienced in all phases of radio management. Effective administrator and money maker. Can furnish over 15 years proven ability. Interested in radio manager-sales manager or tv sales manager position. Also would consider investing in small or medium market station and assume management. Desire Georgia, South Carolina or Florida. Box 111C, BROADCASTING.

General manager—several years experience sales, sales management, management. General manager top station good mid-west market. Seeking advancement. Earning $15,000.00. Guarantee results. Have records of proven results. Matured, reliable family man mid-thirties. Looking only for bigger position with greater potential. Best relations with present company. You will meet energetic man in prime who guarantees production, if you have the spot I want. Not interested in a story about security. Respectfully, but only interested in challenge, potential and top income. This formula has shown me security for my family. Wondering what a successful young radio manager does for this income and how he keeps board of directors happy? Investigate me—either of us can lose very little by talking. Incidently, I specialize in independent radio, the kind that's No. 1 everywhere in audience and profits. The writer is a responsible, energetic man who hasn't climbed high enough as yet. Box 139C, BROADCASTING.

17 years radio-tv. 42, married. Management, sales, promotion exeperience. Presently top salesman tv station. Income important, future essential. Box 141C, BROADCASTING.

Manager-salesmanager. Florida only. Long experienced management. Efficient business building, operation and programming. Reliable, middle age live wire, strong sales. Florida my home and know the markets. Reasonable salary and percentage. Box 150C, BROADCASTING.

General manager available 1st of year. Highly promotional. 18 years radio experience. References, married and reliable. Can produce. Box 162C, BROADCASTING.

Young (32), dynamic station manager capable of increasing ratings, sales, and net. Presently managing metropolitan station. Desire challenge, opportunity, proper remuneration. Box 168C, BROADCASTING.

Conversant all phases radio, managerial experience, strong sales; want small market sales manager spot. Box 178C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

General manager for small market station desires similar position with medium or large market station. Proven record and best references from nation's most respected multiple-station owner. Current station sold after increase in income. Available after December 15th. Will accept salary-override arrangement or will work out management contract. Must have minimum $9,000 plus. Write to R. C., 1750 39th Ave., San Francisco.

Announcers

2 years experience. Strong music, Basie to Beethoven. News, write continuity and copy. Tops on board. Box 525B, BROADCASTING.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediately on request. Box 785B, BROADCASTING.

Girl personality, dj, run own board, eager to please. Free to travel, gimmicks and sales. Box 786B, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please, go anywhere. Box 787B, BROADCASTING.

Highly experienced deejay now in top market. Negro. Great voice. Hipster. First phone. Box 887B, BROADCASTING.

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Former network sportscaster and sports director wishes to relocate. Excellent play-by-play. Tape, picture and resume on request. Box 966B, BROADCASTING.

Announcer. Ten years experience network affiliate and independent. Quality voice, familiar all types music. News and sports, write and deliver. Also copy. Some sales. Public relations, College. Married. Car. Box 989B, BROADCASTING.

Young, aggressive man desires combo sports, sales. Successful sales record, and two years experience calling football, basketball, baseball. Finest references. Box 110C, BROADCASTING.

10 years experience—last five years in present position. Top news delivery and announcing, plus other experience. Married, family, excellent references including present employer. Box 112C, BROADCASTING.

Recent radio and tv school graduate, 27, aggressive, married, east coast preferred, four years sales, three years sales management. Resume and tape available. Box 114C, BROADCASTING.

DJ, sports. News, 4 years experience, young, married, want to build a show. Prefer staff and sports tie. Box 118C, BROADCASTING.

Girl announcer—voice that sells. Own homemaker show. Write own copy. Can run board. Tape upon request. Box 119C, BROADCASTING.

Announcer—known as The Voice. Can do special events, news, dj, and run board. Tape and picture available upon request. Box 120C, BROADCASTING.

Staff announcer. Nationally top-rated dj personality. Knows music, artists. Experienced in radio, tv, board work, news, good voice, smooth delivery, program ideas, gimmicks. First phone. Married. Capable, dependable. References. Box 122C, BROADCASTING.

Experienced staff announcer-newscaster, 35, knows music. Seeks change January. Will travel. Box 133C, BROADCASTING.

Top dj three years experience, knows music, good commercial, family. Box 134C, BROADCASTING.

Success story as pops-standards deejay, newscaster in southern border state proves I can work successfully in other areas, large or small station, without opposition from public. Negro, no racial accent. Not negro personality type. 2 years commercial experience. Two A.F.R.S. Write copy. Married. References. Box 135C, BROADCASTING.

Announcer, first phone, thoroughly experienced. Sober, clean habits, dependable, selling voice. Seeks permanent position. Box 142C, BROADCASTING.

Experienced young announcer with first phone. Prefer northwest but will travel. Box 143C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer with first phone desires to locate in New England. College; 27; employed; no maintenance. Box 155C, BROADCASTING.

Nine years, radio-television anouncing, directing. $5200 minimum, east preferred. Box 158C, BROADCASTING.

Top hillbilly dj. 2 years experience. Just listen to my tape. Good references. Can run board. Prefer midwest location, but will consider anywhere. Box 170C, BROADCASTING.

Announcer, first phone, wants permanent position, college, married, experience, $450. Box 171C, BROADCASTING.

Top jock? You bet! Radioman? All the way! Ability? Read what my last boss said! Experienced? 2 years, pd! Successful? Now working in one of the top 10 markets in the country! Why leave? Too much tv! Interested? I've got the tapes! No jukeboxes, please! Box 172C, BROADCASTING.

Announcer, 1½ years experience, BA Degree, vet, 23 single. Desire permanent position with future as staff announcer, reporter-announcer or play-by-play. Box 177C, BROADCASTING.

Negro personality: Relocate. Now with top audience, 5000 watter. Five years dj experience. Permanent. Box 180C, BROADCASTING.

4 years radio. Know all music. Employed, married. Afternoon shift desired. Northeast preferred. Charlie Doll, Station WFTR, Front Royal, Virginia.

Deejay-boothman. Available December. Bill Dillner, 400 Jersey, Quincy, Illinois.

Newcomer seeks general staff-announcing post. Presently with metropolitan daily. 26. BA English plus extension work in broadcasting. Live audition within 100 miles radius of New York. No tapes. Michael Blake, 166 Quincy Street, Passaic, New Jersey.

Personality dj-4 years experience. 24, married. Sales experience. Desires position in New England. Contact Bob Germain, Colrain, Mass. National 4-3460.

Experienced announcer, good dj, news, interviews, hard worker. Desires permanent work in home state Florida. Write, Peter Hochberg, 925 N. Shore Dr., Miami Beach, Florida.

Announcer, seven years experience, now available. Contact Don Thursten, phone 1320, Stuart, Florida.

Two best unemployed announcers in the world available immediately for television and/or radio. Will travel as team or separately. Vander Jagt is proven television news director with degrees from Hope, Yale and Bonn. Named one of Michigan's five outstanding young men. Van Duyse is one of America's most colorful and imaginative sportcasters whether on camera or play-by-play. Guy Vander Jagt, Telephone Prospect 5-7454. Fritz Van Duyse, Prospect 5-9218. 931 Cotey Street, Cadillac, Michigan.

Fast moving Storz style negro dj ready for west coast. Contact Chet Whiteside, 105 Ashworth Place, Syracuse, New York.

Technical

Experienced chief engineer wants permanent position. Reasonable salary. Licensed. Box 911B, BROADCASTING.

First phone; experienced transmitter, control room, remotes, and constructions. Box 959B, BROADCASTING.

First phone engineer, radio or tv, studio or transmitter. West preferred. Box 132C, BROADCASTING.

Engineer-operator, nine years experience, all phases, wishes overseas position in broadcasting or related fields. Reply Box 161C, BROADCASTING.

Engineer-announcer with 17 years experience including design, installation and maintenance of directionals. North Georgia or Blue Ridge section only. Box 164C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced 1st phone combo family man prefer c/w deejay. No maintenance. Box 939B, BROADCASTING.

Chief engineer, 25 years experience, available immediately for permanent chief engineer or manager-chief engineer position. No combo work. Box 165C, BROADCASTING.

1st phone, combo-pd, 8 years, making $400. Colorado, southwest? Box 176C, BROADCASTING.

Combo, first phone, announcer. Long on ambition, short on experience. Max Floyd, Route 2, Paris, Texas.

Chief engineer, experienced, construction maintenance, directional antennas. Looking for permanent position in east. Married, sober, dependable. Available December. Lyle Lincoln, 113 Wilson Street, Havre de Grace, Md. Phone 749-J.

Production-Programming, Others

Professional broadcaster, married, veteran, college graduate, eleven years broadcasting, known in the industry, desires program directorship, 5 to 50 kilowatts. Box 953B, BROADCASTING.

Husband-wife team desire positions with advancement, management possibilities. College graduates, experienced most phases radio. Interested community living. Prefer west or northwest, but will consider any good offer. Box 988B, BROADCASTING.

Specialist doctoring sick radio stations. I'll pd you into the black. Need $10,000. 14 years background in top stations. Box 117C, BROADCASTING.

News director-commentator. Top talent, fully experienced, now employed. Exceptionally fine voice. Mature, authoritative delivery. Want top station at top salary. First phone, no maintenance. Box 173C, BROADCASTING.

TELEVISION

Help Wanted

Sales

Salesman for California vhf three network-tv station. Needed immediately. Experience and proven record required. We need a stable, mature man who is willing to work hard in return for good compensation and profit participation. Send complete resume, references and photo first letter to Rowena Kimzey, P. O. Box 286, San Luis Obispo, California.

Announcers

California network tv station needs announcer. Must be stable, mature, and experienced at local station level; with good voice, good sell, good on-the-air appearance. Must be able to work well with people. Send all details first letter, including resume, picture, references and tape of commercials recorded at 7½ R.P.M. to Gary Ferlisi KSBW-TV, P. O. Box 1651, Salinas, California.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

If you have a first class license and good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-TV, Kalispell, Montana.

TELEVISION

Help Wanted—(Cont'd)

Technical

Have technical opening for man either experienced or inexperienced. First phone reqiured. KXJB-TV, Valley City, North Dakota.

Production-Programming, Others

Experienced television copywriter with speed and imagination for Texas vhf. Box 945B, BROADCASTING.

Top CBS affiliate in major midwest market has opening for experience, aggressive promotion director. State experience, qualifications and salary requirements in first letter. All replies held confidential. Reply Box 127C, BROADCASTING.

Midwest vhf with CBS, ABC affiliation urgently needs experienced, imaginative director. Box 154C, BROADCASTING.

TV commercial copywriter needed immediately for expanding department. Send resume, samples to Hal Heidbreder, Advertising Director, WGEM-TV, Quincy, Illinois.

TELEVISION

Situations Wanted

Management

Station manager-commercial manager. Hard working, conscientious with outstanding tv sales and ad agency record. 10 years experience with best of references. Relocate west of Mississippi only. Family man interested in incentive plan. Available now! Box 982B, BROADCASTING.

Manager in small market, looking for opportunity in larger market. Sales-minded, economical operator, sound ideas, programming background. Thirteen years radio-television. Excellent references. Box 994B, BROADCASTING.

Television executive: Seven years vice president, director and general sales manager major vhf in most publicized section of country. (Resigned for understandable reasons.) Past earnings in high five figures (don't stop here) prefer commission and bonus arrangements. Excellent recommendations by former employer and other operators of television and radio stations, national representatives (and field men) as well as local agencies and advertisers. Prior to television owned and operated radio stations (have owner's view point). Competent in administration, sales, sales training and management. Complete dossier on qualifications upon request. Box 116C, BROADCASTING.

Promotion manager. Award winning promotion manager desires position with major or medium market station. Expert in sales promotion, development, merchandising and advertising. Strong on regional and national sales. Top Madison and Michigan Avenue references. East and midwest. Box 124C, BROADCASTING.

Experienced sales manager wants permanent position with vhf as manager or sales manager. 14 years experience all phases broadcasting. Good character and ability references. Family man, active in community affairs. Box 125C, BROADCASTING.

Sales

Family man. Three years with present employer. Seeks greater potential in western market. Available for interview. Box 944B, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

TV announcer, air personality. Solid experience, exceptional ability, outstanding tv-radio background. Seeking better financial opportunities. Box 941B, BROADCASTING.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 979B, BROADCASTING.

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 136C, BROADCASTING.

Newsman-announcer seeking tv/radio position. Can gather, write, shoot. Four years experience all phases. Strong on announcing. BA Degree. Excellent references. Box 167C, BROADCASTING.

Technical

Chief or assistant, nine years television, strong on studio maintenance. Remotes and economical operation. Box 179C, BROADCASTING.

Production-Programming, Others

Photographer. Experienced news and commercial, complete equipment; family; locate anywhere. Box 893B, BROADCASTING.

Copywriter-fresh, new production ideas, on-camera and writing experience. Box 920B, BROADCASTING.

Professional broadcaster, married, veteran, college graduate, eleven years broadcasting known in the industry, desires major market program directorship. Box 954B, BROADCASTING.

Program director. 8 years television in network and local operations. Large and small markets. Thoroughly experienced film buyer. Presently program director #1 midwest CBS, NBC station. Married, three children, veteran. Box 128C, BROADCASTING.

Film or program department. Professional photographer with tv production and film training. Will relocate resume and references. Box 137C, BROADCASTING.

Director-cameraman. Married. Presently employed. 4 years experience all phases production. Desires more opportunity. Box 147C, BROADCASTING.

I think I know. At least I should, having spent the past 10 years creating advertising and promotion for every phase of radio and television including network, spot and local. Have served as copywriter, assistant manager and manager. Can supply excellent references and samples. Box 156C, BROADCASTING.

Attention advertising agencies, young director-producer with major advertising agency, network and film production company background east and west coast commercial and programming, live and film, desires to relocate. Available for interviews New York till December 3. Box 159C, BROADCASTING.

PAY-TV OPPORTUNITY

Television station in prosperous and growing city of 210,000 population. Ideal opportunity for early entry into prosperous Pay-TV. Includes 60,000 square feet of valuable land well located, 5,260 square feet tile and cement block building fully equipped and air conditioned, 450 foot tower, RCA transmitter and Channel 17 radiator. Will sell for less than replacement cost on favorable terms.

Box 820B, BROADCASTING

FOR SALE

Stations

For sale, fulltime station located in midwest, doing nice business. No broker. Box 924B, BROADCASTING.

Upper south, single station market, asking price, $29,000 with $10,000 cash down payment. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina metropolitan market station, $120,000 total with $50,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Top 25 market station, middle Atlantic state, $320,000 total, 29% down, balance terms. Paul H. Chapman Company, 17 East 48th, New York.

Tulsa-Little Rock area. AM station now available. Ralph Erwin. Broker. Tulsa. Tuloma Building.

Little Rock-St. Louis area. Medium-city broadcast station now available. Ralph Erwin. Broker. Tulsa.

St. Louis-Kansas City area. An outstanding am station now available. Ralph Erwin. Broker. Tulsa.

Kansas City-Wichita area. A full-time am station now available. Ralph Erwin. Broker. Tulsa.

Quality broadcast property now available on exclusive basis. Ralph Erwin. Broker. Tuloma Building, Tulsa.

Ozark wonderland. A thriving medium city market. A pioneer station. Priced at $90,000. Written inquiries invited. Ralph Erwin. Broker. Tuloma Building, Tulsa.

Mid-continent station. Now available. A full-time operation. City of more than 30,000. Less than 300 miles from Kansas City. Substantial down payment required. Written inquiries invited. Ralph Erwin. Broker. Tuloma Building, Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Make bid: 1 Ampex 403 portable: 5 Ampex 301 factory-rebuilt; 1 Ampex 350 '57 Model. Berlant BR-1 complete, full track erase ½-track record/playback, 200 hrs. use, $375; Package: 1 Magnecordette, 1 PT63AH, 1 PT7P, 1 3-channel hi-level mixer, all one year old, $750; 1 PT-6 rack tape deck, $125; 1 PT-6 with electronics and Rangertone sync, portable, $250. Box 113C, BROADCASTING.

One GL-5518 tube. Never used. Present list $890. Will sell or trade for unused GL-7D21. Box 175C, BROADCASTING.

For sale, fm mast. Collins six bay doughnut tuned to 99.7. $900.00 F.O.B., Sedalia, Missouri. Apply M. J. Hinlein, KDRO-TV, Phone 1651, Sedalia.

Complete Rust remote including 1080A, 1081A units, off air monitor receiver, relays, actuator, fine working, like new, half price, $1000. KSPR, Casper, Wyoming.

740 feet 6⅛ inch coax transmission line in perfect condition. Crated and ready for shipment, $7,400 cash. Contact W. L. Shackelford, KSWS-TV, Roswell, New Mexico.

For sale, 1 Channel 12 four-bay Prodelin antenna, 1 channel 13 diaplexer, 2 channel 13 Marmonic filters. Contact Lloyd Amoo, KXJB-TV, Valley City, North Dakota.

Standard transcription library for sale ⅓ cost. Almost new WAYE, Baltimore 1, Maryland.

1 RCA TK-11 studio image orthicon camera chain, 2½ years old. Call Mr. Clark, W-TWO Television, Bangor, Maine, phone 9324.

Two Magnecorders (PT6-J and PT6-A) for rack mount, $300 each. One identical recorder in portable cases, $350. Box 778, North Platte, Nebraska.

3 Fairchild 524A1 two-speed turntables with W. E. pickups, arms, equalizers and cabinets. $60.00 each F.O.B. Post Office Box 1841, Montgomery, Alabama.

FOR SALE—(Cont'd)

Equipment

Ampex. Immediate delivery, factory-direct, the following equipment: Model 300, Model 350, Model 601, Model 620, Model 3200C tape duplicators, automatic programming systems, multichannel recorders in two to eight channels. You benefit when you deal direct with: the Professional Products Division, Ampex Corporation, 934 Charter Street, Redwood City, California.

Tower, 200' guyed Windcharger, new type lighting, perfect condition, presently erected, will accept best offer received before November 30, must be moved promptly, Phillip G. Back, Arkansas Gazette Building, Little Rock, Arkansas.

For sale: Ampex 350, 350-2, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

Sangamo G-3 mica capacitators .0005 at 20,000 volts, brand new over 50% off, $40. Western Electric type 185 Jack Panels, 48 type 218A jacks, brand new, $25 each. M. A. Hoffman, 8000 Sunset Blvd., Hollywood, Calif.

WANTED TO BUY

Stations

Lease your northeast am or fm operation to responsible broadcast team. Manage and program for any reasonable percentage. Write Box 126C, BROADCASTING.

Have capital and ten years of production-sales experience with major metropolitan tv station. Desire investment in tv operation. Box 140C, BROADCASTING.

Experienced broadcaster has $15,000 for radio station interest. Wants active part in management and operations. Box 144C, BROADCASTING.

Stations wanted! New Mexico, Texas, Colorado, Oklahoma, Louisiana, Kansas, Arkansas, Missouri. Private service. Ralph J. Erwin. Broker. The Tuloma Building, Tulsa.

Experienced radio men want to lease station in Colorado, New Mexico or Arizona. With or without option to buy. Contact Ray Malmberg, 608 Cedar St., Webster City, Iowa.

Equipment

Wanted to buy, 10 kw fm transmitter, other fm accessories. Reply Box 467B, BROADCASTING.

Wanted: 250 watt fm transmitter, frequency and modulation monitor. State make and condition. Quick cash sale. Box 947B, BROADCASTING.

Wanted—Used portable field strength meter in good condition. Box 129C, BROADCASTING.

Wanted, adapter fittings to enable use of Exachta camera lense on RCA-TV camera extra mounts. Box 151C, BROADCASTING.

Late model 250 watt am transmitter for Conelrad and stand by use. Also miscellaneous studio equipment suitable for a standby control room and recording studio. All equipment must be in good condition. For information call DI 3-9544, Charleston, W. Va.

380-410 foot guyed tower. KBRO, Box 1803, Station A, Bremerton, Wash.

Used Gates remote control units, complete. Contact Ken Duke, KDDD, Dumas, Texas. Phone Webster 5-4141.

10 or 1 kw fm transmitter and associated equipment. Reply to W. Bolle, Box 504F, Altadena, Calif. Phone Elgin 5-7541.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services. 737 11th St., N. W., Washington, D. C.

MISCELLANEOUS

Spot commercial copyrighted program ideas, radio or tv, exclusive, factual, fascinating material, sample scripts, details available. Box 121C, BROADCASTING.

RADIO

Help Wanted

Sales

SALES ENGINEER

Broadcasting Equipment

Outstanding opportunity in broadcast equipment sales with leading manufacturer. Immediate opening. Requires travel in New York and New England area.

Position demands aggressive sales-minded individual with technical background. Good salary and expense account plus many company benefits. If you are the right man, this is an exceptional opportunity. Wire Box 149C, BROADCASTING

ACCOUNT EXECUTIVE

Major Ohio market station offers unusual opportunity for fast stepping, hard hitting account executive who can really sell. If you know your business you can make money and build yourself a fine future with a top-notch operation. Sales managers position is wide open at present moment. Ours is a competitive market, so unless you can really sell, don't waste our time or yours. If interested, air mail special delivery complete resume.

Box 160C, BROADCASTING

Announcers

UNUSUAL, SELLING D. J.'S

5 kw Boston, and 10 kw Washington, D. C. Immediate opening, must be outstanding strong air salesmen. To top pop format personality. Big future with the East's fastest growing chain of indies. Rush tape, resume to Bard Melton, WMEX, Boston 15.

NO PHONE CALLS

Production-Programming, Others

NEWS DIRECTOR

Growing chain wants top-flight news director effective January First. Unless you are a mature hard-hitting newshawk that can dig it up and deliver it, don't waste our time. Experience and writing ability a must. Salary open. Rush tape, photo, resume and salary range to

Box 148C, BROADCASTING.

RADIO

Situations Wanted

Management

GENERAL MANAGER

SOUTH OR MIDWEST

$10,000

BOX 166C, BROADCASTING

TELEVISION

Help Wanted

Sales

Salesman for California VHF Three Network-TV Station

Needed immediately. Experienced and proven record required. We need a stable, mature man who is willing to work hard in return for good compensation and profit participation. Send complete resume, references and photo first letter Rowena Kimzey, P. O. Box 286, San Luis Obispo, California.

Announcers

OPPORTUNITY. Experienced young woman to do live TV commercials on across-the-board show in Philadelphia. Must be personable and sell convincingly. Young housewife type preferred. Firm contract to right gal. Send full resume and photograph to *Box 923B, BROADCASTING.*

CALIFORNIA NETWORK TV STATION

NEEDS ANNOUNCER

Must be stable, mature, and experienced at local station level; with good voice, good sell, good on-the-air appearance. Must be able to work well with people. Send all details first letter, including resume, picture, references and tape of commercials recorded at 7½ R.P.M. to Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, California.

EMPLOYMENT SERVICE

COME SOUTH!

Mississippi Broadcasters Association, membership over 60 stations, have openings for all phases of broadcasting, including management. If you would enjoy living in leisurely mild climate with excellent working conditions and good pay, contact *Mississippi Broadcasters Placement Service (no fee), Paul Schilling, WNAT, Natchez, Mississippi.*

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

FOR SALE

Equipment

Transmitter, VHF Dumont 25 kw for any low band VHF needing maximum power. Like new but has had one year's shakedown operation. No bugs. *(Now on Channel 5)* Transmitter, console, terminal equipment—Dumont. Console includes audio and video switching and monitoring. Prewired audio racks.
Box 688B, BROADCASTING

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

Wanted U.H.F. Transmitter
and accessories
Gene O'Fallon & Sons
639 Grant St., Denver Am 6-2397

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

FOR THE RECORD CONTINUED

Continues from page 110

of license from **Olney Bcstg. Co.** to **Ill. Bcstg. Co.** for $95,000. Ill. Bcstg. Co. is owned by **Lindsay-Schaub Newspapers Inc., Decatur, Ill.** Ill. Bcstg. Co. is licensee of **WSOY-AM-FM Decatur, Ill., WSEI (FM) Effingham, Ill.,** and has 20% voting interest in **WCIA (TV) Champaign, Ill.** Announced Nov. 18.

WNBP Newburyport, Mass.—Seeks assignment of license from **Theodore Feinstein** to **Tri-City Bcstg. Co.** Corporate change. No control change. Announced Nov. 20.

WLEW Bad Axe, Mich.—Seeks assignment of license from **Stevens-Wismer Bcstg. Co.** to **Thumb Bcstg. Co.** for total of $40,000 investment for new partner **James Muehlenbeck,** who with **Harmon Stevens** and **John Wismer** will each own ⅓. Announced Nov. 15.

WJMS-TV Ironwood, Mich.—Seeks assignment of cp from **Upper Mich.-Wis. Bcstg. Co.** to **Lake Superior Bcstg. Co.** (contingent on FCC grant of authorization to assignee for operation of WJMS-TV as full satellite station to **WDMJ-TV Marquette, Mich.,** and authorization of assignee to have tv inter-city relay station to connect two stations) for $10,000. Lake Superior Bcstg., owned by **The Mining Journal Co. Ltd.,** is also licensee of WDMJ-AM-TV Marquette. Announced Nov. 18.

KWNO-AM-FM Winona, Minn.—Seeks assignment of license from **Winona Radio Service** to **Winona Radio Service** (constituting raise in minority holdings). Corporate change. No control change. Announced Nov. 14.

KOKO Warrensburg, Mo.—Seeks assignment of license from **Warrensburg Bcstg. Co.** to **Johnson County Bcstrs. Inc.** for $23,500. Johnson County Bcstrs. is owned equally by **Leslie P. Ware** and **William R. Tedrick** and wives (each couple 50%). Leslie Ware is pres., principal stockholder **KLPW Union, Mo.** and **KNIM Maryville, Mo.** William Tedrick is owner **KWRT Boonville, Mo.** and ⅓ owner **KDKD Clinton, Mo.** Ruth Ware is minority stockholder in KLPW and KNIM. Audrey Tedrick is housewife. Announced Nov. 18.

KTOO Henderson, Nev.—Seeks assignment of license from **KTOO Inc.** to **Advertising Dynamics Corp.** for $63,600. Advertising Dynamics is owned by **Roland B. Vaile, Robert Arthur Janes** (each 20%), **Arthur Wells Gilmore, Stanley Eugene Henslee, Richard W. Joy, George W. Fenneman** (each 10%). Mr. Vaile has been managing director, Las Vegas, Nev. Chamber of Commerce. Mr. Janes is manager KTOO. Mr. Fenneman is announcer NBC, Hollywood. Mr. Gilmore is actor-announcer. Mr. Henslee is in securities and markets. Mr. Joy is news director **KFAC Los Angeles, Calif.** Announced Nov. 19.

KMAM, KMFM (FM) Tularosa, N. M.—Seeks assignment of cp from **Max I Rothman** to **Tularosa Bcstg. Corp.** for $10,000 plus assumption of existing liabilities. Mr. Rothman owns 63% of Tularosa Bcstg. Announced Nov. 20.

WEEU Reading, Pa.—Seeks assignment of license from **Hawley Bcstg. Co.** to **WEEU Bcstg. Co.** for $200,000. WEEU Bcstg. is controlled by **Reading Eagle Co.** Announced Nov. 14.

WALD Walterboro, S. C.—Seeks assignment of license from **Walterboro Bcstg. Co.** to **Walterboro Radiocasting Co.** Corporate change. No control change. Announced Nov. 14.

WCLE Cleveland, Tenn.—Seeks assignment of license from **Southeastern Enterprises** to **Southeastern Enterprises Inc.** for issuance of 200 shares of capital stock, par $100 per share, and individual promissory notes in various amounts. No control change of station. Announced Nov. 14.

KGAS Carthage, Tex.—Seeks assignment of license from **Thomas F. Alford** and **F. E. Barr** d/b as **Carthage Bcstg. Co.** to **Beverly E. Brown, A. Glenn Morton Jr.** and **William G. Morton** d/b as **Carthage Bcstg. Co.,** a partnership, for $30,000. Each of new owners will own ⅓ of Carthage Bcstg. Co. Beverly E. Brown is office manager, Consolidated Construction Co., Carthage. William Morton was second lieutenant, U. S. Army. A. Glenn Morton has ranching, oil and gas interests. Announced Nov. 14.

WHYE Roanoke, Va.—Seeks assignment of license from **Roanoke Bcstg.** to **Jefferson Bcstg. Corp.** Corporate change. Announced Nov. 14

Hearing Cases

INITIAL DECISIONS

Hearing Examiner **Thomas H. Donahue** issued initial decision looking toward granting application of **OK Bcstg. Co.** for new am station to operate on 900 kc, 1 kw D, DA, in **Mobile, Ala.**

Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **WKNE Corp.** for new am station to operate on 1490 kc, 250 w unl., in **Brattleboro, Vt.** Announced Nov. 20.

OTHER ACTIONS

Commission on Nov. 20 directed preparation of document looking toward reopening, on its own motion (not on petition), record in preceding involving application by **Texas Technological College** for new tv station to operate on ch. 5 in **Lubbock, Tex.**

By order of Nov. 20, Commission granted petition by its Broadcast Bureau and enlarged issues and amended designation order in proceeding on applications of **Knorr Bcstg. Corp., Lansing, Mich., Capitol Bcstg. Co., East Lansing, Mich.,** and **W. A. Pomeroy, Tawas City-East Tawas, Mich.,** for new am stations to operate on 730 kc.

By memorandum opinion and order of Nov.

FCC THERE FIRST

Never let it be said that the FCC isn't on the ball, or in this case, the space satellite. From years-old Sec. 3.311(d) of the FCC Standards: "A basis for allocation of satellite stations has not yet been determined. For the present, applications will be considered on their individual merits." Prophecy? No, just a reference to fm boosters.

20, Commission denied petition by **Fernandina Beach Bcstrs.** for reconsideration of that portion of July 18 order which enlarged issues in proceeding on its application for new am station **(WSIZ)** to operate on 1310 kc, 1 kw D, in Douglas, Ga.

By order of Nov. 20, Commission granted petitions by **Southern Indiana Bcstrs. Inc., Newburgh, Ind.**, to reopen record in proceeding on application and that of **Lawrenceville Bcstg. Co., Lawrenceville, Ill.**, for new am stations to operate on 910 kc to receive pertinent evidence concerning death of one of Southern's officers and stockholders and for leave to amend its application with respect to certain ownership facts; made facts set forth in Nov. 12 stipulation between Southern, Lawrenceville and Chief of Broadcast Bureau part of record, and closed record.

NARBA Notifications

List of changes, proposed changes, and corrections in assignment of Canadian Broadcasting Stations Modifying Appendix containing assignments of Canadian Broadcast Stations attached to recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941. Announced Oct. 15, 1957.

CANADIAN

560 kc

CFOS Owen Sound, Ont.—1 kw DA-2 unl., Class III. EIO 9-15-57.

610 kc

CKKL Thompson Townsite, Man.—1 kw ND unl., Class III. Assignment of call letters.

1110 kc

CFTJ Galt, Ont.—0.25 kw ND, D, Class II. Change in call letters from CKGR.

1340 kc

CKAR Huntsville, Ont.—0.25 kw ND unl., Class IV. Assignment of call letters.

Routine Roundup

ACTIONS BY FCC

By memorandum opinion and order, dismissed letter protest by **Winford M. Primm** to Oct. 2 grant of transfer of control of **Lee Bcstg. Corp. (WEYE Sanford, N. C.)** from **W. L. Simmons, et al.**, to **Dallas L.** and **Martha H. Mackey.**

By order, denied request of **Television Spokane Inc.**, for interim stay of grant pending consideration of its protest of Sept. 25 grant of assignment of licenses of **KREM-AM-FM-TV** (ch. 2) from **Louis Wasmer** to **KREM Bcstg. Co.**

PETITIONS FOR RULE MAKING FILED

The Young People's Church of the Air, Philadelphia, Pa.—Petition requesting amendment of tentative table of fm assignments by the issuance of rule making so as to assign fm ch. 283 to **Philadelphia, Pa.**, by deleting assignment of ch. 284 at **Trenton, N. J.**; and to assign ch. 278 to Trenton to substitute for ch. 284. Announced Nov. 15.

Tri-Counties Public Service Inc., Ventura-Oxnard, Calif.—Petition requesting amendment of revised tentative allocation plan for Class B fm broadcast stations so as to add ch. 236 at **Ventura, Calif.**, in addition to presently assigned channels; to delete ch. 236 at **Santa Barbara, Calif.**, and add ch 260 to same; and delete ch. 260 at **San Luis Obispo, Calif.**, and add ch. 223 to same. Announced Nov. 15.

PETITIONS FOR RECONSIDERATION DENIED

By memorandum opinion and order, Commission denied petition by **The Jacksonville Journal Co. (WJHP-TV** [ch. 36] **Jacksonville, Fla.)** for reconsideration of Aug. 8 denial of its proposal to make ch. *7 educational tv reserved channel in Jacksonville, available for commercial use there or, alternatively, to delete commercial ch. 12 from that city and replace with ch. 46.

By memorandum opinion and order, Commission denied petition by **St. Cloud Television Co.** for reconsideration of Sept. 11 report and order which shifted ch. 7 from **St. Cloud, Minn.**, to **Alexandria, Minn.**

ORAL ARGUMENTS SCHEDULED

Commission on Nov. 20 scheduled following proceedings for oral argument on Dec. 16:

Am applications of **B. J. Parrish, Pine Bluff, Ark., et al.**, and

Deep South Bcstg. Co. for mod. of cp of tv station **WSLA** (ch. 8) **Selma, Ala.**, to move trans. site, etc.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James. D. Cunningham on dates shown

Ordered that hearings shall commence in following proceedings: **Fargo Telecasting Co.** and **North Dakota Bcstg. Co. Inc.**, for new tv stations to operate on ch. 11 in **Fargo, N. D.**; **Louisiana Purchase Co.** for new tv station to operate on ch. 2 in **St. Louis, Mo.**, and **Signal Hill Telecasting Corp., St. Louis**, to change from ch. 36 to ch. 2; **Oklahoma Television Corp.**, for new tv station to operate on ch. 12 in **New Orleans, La.**, and **Supreme Bcstg. Co. Inc.**, to change frm ch. 20 to ch. 12 in **New Orleans**, on Jan. 6, 1958; am applications of **Pierce Brooks Bcstg. Corp. (KGIL) San Fernando, Calif., Santa Rosa Bcstg. Co., Santa Rosa, Calif., et al.**; **Radio Franklin Inc., Rocky Mount, Va.**, and **S. L. Goodman, Bassett, Va.**, on Jan. 9, 1958. Actions Nov. 8.

Granted petition of **WDSU Bcstg. Corp., Port Arthur**, for dismissal of its application and retained in hearing remaining applications involved in consolidated proceeding for new tv station to operate on ch. 12 and **Television Bcstrs. Inc.**, to change from ch. 31 to ch. 12 in **Beaumont, Tex.** Action Nov. 12.

Granted petition of **Chinook Television Co., Yakima, Wash.**, to extent that it seeks dismissal of its application for cp to replace expired permit (ch. 29), and denied in other respects; application is dismissed with prejudice. Action Nov. 12.

Granted petition of **The Tradewinds Bcstg. Co. (WCBQ) Sarasota, Fla.**, for dismissal without prejudice of its applications for cp to replace expired am construction permit and for mod. of same. Action Nov. 13.

Granted petitions of **K. C. Laurance, Medford, Ore.**, and **Philip D. Jackson, Weed, Calif.**, for leave to file additional pleadings under section 1.730 of rules and pleadings entitled "Answer to Laurance Reply" and "Reply to Answer to Laurance Reply" are accepted in proceeding on their am applications (action Nov. 3); ordered that document filed in this proceeding by Jackson entitled "Jackson's Reply to Laurance Opposition for Leave to File Pleading" is dismissed as moot. Action Nov. 14.

By Hearing Examiner Jay A. Kyle on Nov. 13

Ordered that prehearing conference will be held at 2:00 p.m., Nov. 27 re application of **The Radio Voice of New Hampshire Inc. (WMUR-TV** ch. 9), **Manchester, N. H.**, for renewal of license to cover cp, and application of **Television for New Hampshire Inc.**, for new tv station to operate on ch. 9 in Manchester.

On own motion ordered that hearing on am applications of **Geoffrey A. Lapping** and **Phoenix Bcstg. Co., Phoeniz, Ariz.**, tentatively scheduled for Dec. 2, is continued to Dec. 4.

Ordered that prehearing conference will be held on Dec. 2 in tv rulemaking proceeding involving **Evansville, Ind.**, and **Louisville, Ky.**, and order directing **Evansville Television Inc.** to show cause why its authorization for station **WTVW Evansville**, should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner J. D. Bond on dates shown

Ordered that prehearing conference will be held on Dec. 5 re applications of **KOOS Inc. (KOOS-TV)**, to change from ch. 16 to ch. 11 and **Pacific Television Inc.**, for new tv station to operate on ch. 11, both **Coos Bay, Ore.**

By Hearing Examiner Charles J. Frederick on dates shown

Ordered that further prehearing conference will be held on Dec. 12 re am applications of **Enterprise Bcstg. Co., Fresno, Calif., et al.** Action Nov. 12.

Ordered that further hearing will be held on Dec. 16 re application of **Television Broadcasters Inc. (KBMT)** to change from ch. 31 to 12 and **KPBX Bcstg. Corp.** and **Brown Telecasters Inc.** for new tv stations to operate on ch. 12 in **Beaumont, Tex.** Action Nov. 12.

Ordered that hearing heretofore scheduled for Nov. 19 is rescheduled for Nov. 25 re application of **Oregon Radio Inc.**, for extension of time to complete construction of station **KSLM-TV Salem, Ore.** Action Nov. 12.

Ordered that, upon request of **Oregon Radio Inc., Salem, Ore.**, and with the acquiescence of Broadcast Bureau, hearing scheduled for Nov. 25 is rescheduled for Dec. 2. Action Nov. 13.

By Hearing Examiner Thomas H. Donahue on November 12

At the oral request of counsel for **United Telecasting and Radio Co.**, and with concurrence of counsel for Broadcast Bureau, hearing scheduled for Nov. 13 is continued to Nov. 27 in proceeding on its application for new tv station to operate on ch. 9 in **Ogden, Utah.**

By Hearing Examiner Herbert Sharfman on dates shown

Ordered that prehearing conference will be held on Dec. 4 re application of **Louisiana Purchase Co.**, for new tv station to operate on ch. 2 in **St. Louis, Mo.**, and **Signal Hill Telecasting Corp.**, for mod. of cp to change from ch. 36 to ch. 2 in St. Louis. Action Nov. 13.

By Hearing Examiner Elizabeth C. Smith on dates shown

On own motion, with concurrence of all counsel, ordered that hearing in session Nov. 13 is continued to Nov. 25 re am application of **Walter T. Gaines (WGAV) Amsterdam, N. Y.** Action Nov. 13.

By Comr. Robert T. Bartley on November 15

Granted petition of **Acadian Television Corp., Lafayette, La.**, for extension of time to Nov. 27, to file reply to oppositions filed by **KTAG Assoc. (KTAG-TV) Lake Charles, La.**, and by Broadcast Bureau in ch. 3 proceeding.

By Chief Hearing Examiner James D. Cunningham on November 18

Ordered that hearings shall commence on Jan. 13 in following tv proceedings: **Sacramento Telecasters Inc. (KBET-TV) Sacramento, Calif.**, for mod. of cp; **St. Anthony Television Corp.**, and **WTVJ Inc.**, for new tv stations to operate on ch. 11 in **Houma, La.**

By memorandum opinion and order, denied petitions of **Evansville Chamber of Commerce** and **WEHT Inc. (WEHT**, ch. 50) **Evansville**, to intervene in proceeding on **Evansville Television Inc.**, to show cause why its authorization for **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 in lieu of ch. 7, and dismissed **Evansville Television Inc.'s** motion to strike instant petition of WEHT Inc.

By Hearing Examiner Jay A. Kyle on Nov. 18

Pursuant to prehearing conference on Nov. 18, and with concurrence of counsel, ordered that hearing is scheduled for Jan. 20, 1958, re am applications of **Joseph M. Ripley Inc., Jacksonville., Fla.**, *et al.*

By Hearing Examiner Annie Neal Huntting on November 15

Granted motion of **Public Service Bcstg., Riviera Beach, Fla.**, for continuance of date for exchange of applicants' direct cases from Nov. 15 to Nov. 22; for giving notice as to witnesses desired for cross-examination from Nov. 20 to Nov. 27; and for commencement of hearing from Nov. 27 to Dec. 4, in proceeding on Public's am application and that of **Gold Coast Bcstg. Co., Lake Worth, Fla.**

By Hearing Examiner Thomas H. Donahue on dates shown

Granted petition of **Kermit F. Tracy, Fordyce, Ark.**, for extension of time from Nov. 14 to Dec. 16 for exchanging direct case, and hearing scheduled for Nov. 18 is extended to Dec. 20, at 2:00 p.m., re Tracy's am application and that of **Jefferson County Bcstg. Co., Pine Bluff, Ark.** Action Nov. 15.

By Hearing Examiner J. D. Bond on Nov. 15

By memorandum opinion and order, ordered that under first issue in proceeding on applications of **United Bcstg. Co. Inc., Carolina Bcstg. System Inc.**, and **New Hanover Bcstg. Co.**, for new tv stations to operate on ch. 3 in **Wilmington, N. C.**, objections will be sustained to such evidence as may be offered to prove that United may or will take certain steps for purpose of becoming authorized to construct, own, and operate television broadcast station in **North Carolina**, and that only evidence concerning whether United is so authorized will be deemed admissible; pursuant to informal agreement among applicants, ordered that paragraph 8 of order after first prehearing conference is modified to provide that further prehearing conference will be held on Feb. 3, 1958, in lieu of Jan. 27, 1958, and pursuant to Secs. 1.813, 1.841 and 1.844 of rules, ordered that for purposes of appeal to Commission effective date of this order shall be Nov. 21.

Ordered that prehearing conference will be held on Dec. 12 re application of **Oklahoma Television Corp.** for new tv station to operate on ch. 12 in **New Orleans, La.**, and **Supreme Bcstg. Co. Inc. (WJMR-TV) New Orleans**, to change from ch. 20 to ch. 12.

By Hearing Examiner Basil P. Cooper on November 15

Granted joint petition of **Birney Imes Jr. (WMOX) Meridian, Miss.**, and **Mississippi Bcstg. Co., Carthage, Miss.**, for continuance of date for exchange of exhibits from Nov. 22 to Dec. 6 and from Dec. 10 to Jan. 6, 1958, date of evidentiary hearing on their am applications.

By Hearing Examiner Charles J. Frederick on November 18

Ordered that prehearing conference scheduled for Nov. 21 is rescheduled for Nov. 25 on am applications of **David M. Segal** and **Kenneth G.** and **Misha S. Prather, Boulder, Colo.**

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by **Truth Publishing Co. Inc.**, for change of operation of **WSJV Elkhart, Ind.**, from ch. 52 to ch. 28, pursuant to report and order in Docket 12134, effective Nov. 15: ERP vis. 204 kw, aur. 102 kw, ant. height 640 ft.; condition. Announced Nov. 19.

Actions of November 15

WBEC Pittsfield, Mass.—Granted cp to replace expired cp which authorized installation of old main trans. as an aux. trans. at present location of main trans.

Actions of November 14

KMIL Cameron, Tex.—Granted assignment of license to **Milton F. Brown Jr., N. L. Caperton,** and **Esther Belle White** d/b as **Milam Bcstrs. Ltd.**

WXCN Providence, R. I.; WYCN New York, N. Y.; WHCN Hartford, Conn.; WBCN Lexington, Mass.—Granted acquisition of positive control by **T. Mitchell Hastings Jr.,** through purchase of stock from **John W. Guider.**

KSEL-FM Lubbock, Tex.—Granted license for fm station.

WRFK Richmond, Va.—Granted license for noncommercial educational fm station.

WBCN Boston, Mass.—Granted mod. of cp to change trans. location of fm station and make changes in ant. system, ant. height 500 ft.

WDSM-TV Superior, Wis.—Granted mod. of cp to make changes in ant. system.

The following were granted extensions of completion dates: **KLON Long Beach, Calif.,** to 12-30; **WFHA-FM Red Bank, N. J.,** to 2-28-58; **WPTZ North Pole, N. Y.,** to 5-1-58; **WHBF-TV Rock Island, Ill.,** to 5-20-58; **WTWV Tupelo, Miss.,** to 1-15-58.

Actions of November 13

Granted licenses for following tv stations: **KXGN-TV Glendive Bcstg. Corp., Glendive, Mont.,** ERP vis. 5 kw, aur. 2.51 kw, ant. height 90 ft; **WTAP The Zanesville Publishing Co., Parkersburg, W. Va., KPIC South West Oregon Television Bcstg. Corp., Roseburg, Ore.,** ant. height 1000 ft.

KOVR Stockton, Calif.—Granted license covering changes in facilities of tv station; ERP vis. 316 kw, aur. 158 kw, ant. height 1180 ft.

KOAT-TV Albuquerque, N. M.—Granted cp to maintain ant. system incorporated as mod., at the new main trans. site, as aux. facilities.

KMAM Tularosa, N. M.—Granted mod. of cp to change type trans.; condition.

KTET Livingston, Tex.—Granted mod. of cp to change type trans.

Actions of November 12

WSAN Allentown, Pa.—Granted involuntary assignment of licenses to **Olivia M. Barnes** and **Reuel H. Musselman,** individually and as executors of estate of **B. Bryan Musselman,** deceased.

Granted licenses for following am stations: **KUTY Palmdale Bcstrs., Palmdale, Calif.; WEAG Blount County Bcstg. Co., Alcoa, Tenn.; KRNS Radio Burns, Burns, Ore.; KVCK Hi-Line Bcstg. Co., Wolf Point, Mont.**

WMFJ Daytona Beach, Fla.—Granted license covering change in ant.-trans. location and make changes in ant. and groud system.

KOKA Shreveport, La.—Granted mod. of license to change name of licensee corporation to **Ebony Radio of Louisiana Inc.**

WSRA Milton, Fla.—Granted mod. of cp to change type trans. and make changes in ant. system.

License Renewals

Following stations were granted renewal of license: **WBBB-FM Burlington, N. C.; WBBO-FM Forest City, N. C.; WBUY-FM Lexington, N. C.; WCAC (FM) Anderson, S. C.; WCPS-FM Tarboro, N. C.; WCSC-FM Charleston, S. C.; WDNC-FM Durham, N. C.; WDXY (FM) Spartanburg, S. C.; WESC-FM Greenville, S. C.; WEWO-FM Laurinburg, N. C.; WFBC-FM Greenville, S. C.; WFMA (FM) Rocky Mount, N. C.; WFNS-FM Burlington, N. C.; WGWR-FM Asheboro, N. C.; WHPE-FM High Point, N. C.; WLOE-FM Leaksville, N. C.; WOHS-FM Shelby, N. C.; WLOS-FM Asheville, N. C.; WMFR-FM High Point, N. C.; WPTF-FM Raleigh, N. C.; WRAL-FM Raleigh, N. C.; WREV-FM Reidsville, N. C.; WSNW-FM Seneca, S. C.; WSOC-FM Charlotte, N. C.; WSPA-FM Spartanburg, S. C.; WSTP-FM Salisbury, N. C.; WHPS High Point, N. C.; WUSC-FM Columbia, S. C.; WWWS Greenville, N. C.; WIS-TV Columbia, S. C.; WLOS-TV Asheville, N. C.; WNCT Greenville, N. C.; WSJS-TV Winston-Salem, N. C.; WSOC-TV Charlotte, N. C.; WUSN-TV Charleston, S. C.; WFNS Burlington, N. C.; WFRC Reidsville, N. C.; WFSC Franklin, N. C.; WFVG Fuquay Springs, N. C.; WGBG Greensboro, N. C.; WGIV Charlotte, N. C.; WGNI Wilmington, N. C.; WGTN Georgetown, S. C.; WHAN Charleston, S. C.; WNAV-AM-FM Annapolis, Md.; WGKV Charleston S. C.; WCRE Cheraw, S. C.; WMFD Wilmington, N. C.; WMMH Marshall, N. C.; WMNC Morganton, N. C.; WMPM Smithfield, N. C.; WNCA Silver City, N. C.; WNNC Newton, N. C.; WNOK Columbia, S. C.; WOHS Shelby, N. C.; WOXF Oxford, N. C.; WPNF Brevard, N. C.; WPTF Raleigh, N. C.; WQSN Charlestown, S. C.; WRAL Raleigh, N. C.; WRCS Ahoskie, N. C.; WREV Reidsville, N. C.; WRHI Rock Hill, S. C.; WRRF Washington, N. C.; WRRZ Clinton, N. C.; WSJS Winston-Salem, N. C.; WSNW Seneca, S. C.; WSPA Spartanburg, S. C.; WSRC Durham, N. C.; WSSC Sumter, S. C.; WSTP Salisbury, N. C.; WTAB Tabor City, N. C.; WTOB Winston-Salem, N. C.; WTYN Tryon, N. C.; WJAY Mullins, S. C.; WJMX Florence, S. C.; WLCM Lancaster, S. C.; WMFR High Point, N. C.; WMRB Greenville, S. C.; WMUU Greenville, S. C.; WMYB Myrtle Beach, S. C.; WLBG Laurens, S. C.; WABZ Albermarle, N. C.; WAGS Bishopville, S. C.; WEIP Easley, S. C.; WESC Greenville, S. C.; WEWO Laurinburg, N. C.; WFAI Fayetteville, N. C.; WHCC Waynesville, N. C.; WHIP Mooresville, N. C.; WHIT New Bern, N. C.; WHKP Hendersonville, N. C.; WHKY Hickory, N. C.; WHSC Hartsville, S. C.; WJRI Lenoir, N. C.; WLOE Leaksville, N. C.; WLOS Asheville, N. C.; WTBO Cumberland, Md.**

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00

EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

2 **$13.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 **$25.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

QUOTES WORTH REPEATING

APPLES AND ORANGES

The thoroughness of radio-tv audience data in comparison to newspaper measurements is noted by Harry F. Schroeter, director of advertising, National Biscuit Co. Speaking Nov. 14 at the Advertising Research Foundation's Third Annual Conference in New York, he says the advertiser is faced with comparing electronic oranges with newspaper apples. His talk, in part:

. . . Continuing experience with electronic media has given us the habit of measuring costs in terms of delivered audience, not simply in terms of potential audience. Now please don't think for one minute that I am not in favor of Audit Bureau of Circulations and all that it stands for. I think everyone will continue to buy printed media on audited circulation figures. However, when electronic media are always measured in terms of cost per thousand commercial minutes or cost per thousand homes reached, a comparison on similar terms for print media and especially newspapers would be mighty helpful.

. . . Today the Nabisco sales force is just as excited about television and even some forms of radio as it is about the daily newspaper. Regardless of home office influence, salesmen probably reflect chiefly the attitudes of the trade they call on. My conclusion is that grocers today are much more aware of the impact of electronic media than they were. Maybe they have learned by using radio and tv themselves or perhaps because the buying committee today works from forms listing not only newspapers but all types of advertising. At any rate, salesmen are no longer carrying a torch for the daily newspaper.

JUST WHO ARE THE PROS?

Too much emphasis is placed on the contention that broadcast newsmen need to first gain experience and maturity in other fields, declares Richard Pack at the 12th Annual International Convention of the Radio-Television News Directors. [TRADE ASSNS., *Nov. 18, 11*] *It's fallacious thinking, says the Westinghouse Broadcasting Co. vice president for programming, who points out that the rigid demands of radio-tv reporting produce the best newsmen. In his plea that the "front-page complex" be put aside, Mr. Pack says:*

I was glad to hear someone say the other day, that to be a good radio or television newsman, you *don't* have to have been a newspaperman. Hallelujah! I firmly believe this, and I have believed it for years. In fact, I would go so far as to say that newspapermen frequently don't make good radio and tv newsmen, or news directors. The pace and pressure, the demands of broadcast journalism, are usually far greater than print journalism. Radio and tv require more ingenuity, more resourcefulness, and sometimes more creativeness; a newsman in our media has to be many things: he has to write, to edit, to plan; he has to be producer, director, and occasionally performer. A newsman in our business, can't sit at a desk for a couple of hours worrying over one story.

Newspapermen who come into broadcasting too often bring with them the accumulated rigid, dusty notions and attitudes of print journalism. . . . And sometimes they bring with them, too, not the best of the traditions and heritage of print journalism, but the worst; its stodginess, its over-reliance on wire service copy, its tendency to cliches in writing, and many other stereotypes.

But I feel that too many radio and tv newsmen, whether or not they ever worked on a newspaper, suffer from a great inferiority complex, in relation to their colleagues of the press. Maybe they still remember too much of the "Front Page," hat-over-the-eye-romantic-melodrama legends about newspapermen. Anyway, I think that too many men in the broadcast news field are suffering from this—this romanticism, from this sense of inferiority, which I call "front page hangover." Too many of us, deep down in our hearts, perhaps our subconscious, are still faintly uneasy, faintly in awe of the so-called "power of the press," front-page-roaring-twenties, dashing-hero reporter myths. . . . We are not as proud of our own media, of our own resources and power, or our own tremendous impact, as we should be.

Challenging Canon 35, fighting for freedom of access, believe me, is not enough. It is not enough, unless you rid yourselves of this negative psychological attitude. Gentlemen: I say, wash the printer's ink off your hands. Throw away your slouch hat and trench coat, if you have any, and take a few swigs of rightful pride to wash away the taste of "front page hangover."

Sure, our media are young; but they have the vitality of the youthful; the ability and the courage to do things in new ways, or better ways to experiment, to dare, even to make mistakes. And, like the young, we also have the great vistas of the future, still ahead. And we work in media which have unparalleled effectiveness in reaching the hearts and minds of people, through electronic journalism. Sure, we are young, only 38 years or so, but we also have already, at every level, whether it's the great networks, or the great stations, from 250 watters up to the 50 kws, a record of genuine achievement in news.

I believe we can train, and are training, and are developing, a new kind of journalism; a new kind of newsman. Let's not nostalgically or romatically cloud our work with the inheritance of the newspaper business; they have their problems, and their shortcomings, too. . . . And in dozens and dozens of cities, as all of you know, enterprising and resourceful radio and tv newsmen, with small staffs, are beating out the papers on local stories.

Parenthetically, one sidebar thought: I must admit I haven't done much research on this next attitude. But I do get an impression as I get around the country and talk to newsmen, and to university people that perhaps too many of our journalism schools also are suffering from "front page hangover," and in their curriculum, and in their attitudes and teaching methods, are still putting too much emphasis on print journalism, and not enough yet on broadcast journalism. If this is so, I commend it to your organization to study, and perhaps to do something about.

BUDWEISER'S MUSIC TEST

H. K. Renfro, manager of the radio-tv department of D'Arcy Adv., St. Louis, addressing a meeting of the Country Music Disc Jockeys Nov. 15 in Nashville, recounted one agency's experience with a growing phenomenon—country music:

About the time we were producing our first commercials for Budweiser, we came up with some mighty interesting facts. We learned that some drastic changes were taking place in the music and recording industries. Surveys showed that about one-third of all records sold in the U. S. were country and western records. This accounts for about 30 million records a year. We also learned that more than two million copies of country and sheet music were sold each year. . . . It also turned out that about half the tunes on the *Hit Parade* were country and western tunes.

We decided to come to Nashville and investigate . . . and we decided to do something. Our first venture was on an experimental basis of a limited nature. We had a new beer in a few test markets, so we decided to make a simple test of a country and western commercial. We used these spots in selected markets with marked success. Our next venture in the country and music field was a regular half-hour spot on WSM Nashville's *Friday Night Frolics*. . . . We had no idea what would happen when we made one announcement offering a salt and pepper set in the shape of miniature Budweiser bottles to the first thousand people to send in a post card. By Wednesday of the following week, we had 9,000 letters and before we were completely inundated, we counted 18,000 pieces of mail.

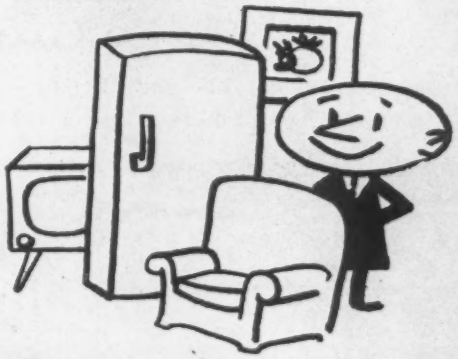
In recent months, we have purchased schedules for Budweiser on stations programming country and western music exclusively. We think we have come a long way in our understanding of this distinct and highly specialized field of music. We feel the American public is showing an increasing interest in this kind of music.

TO THE STATION MANAGER: The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent business man, who represents stock insurance companies that provide quality protection with full-time service.

How many premiums do you pay?

1. One or more on your house?

2. Another on your household contents?



3. Still another for personal liability?

4. One for loss by theft?

Does it seem to you that there's always another insurance policy about to expire—another premium to be paid? Is it hard for you to keep track of your protection and the amounts?

Your independent local agent or broker can tell you how most, perhaps all, of the insurance on your home can be obtained in a *package* policy. And the premium may be less than the total for a variety of policies.

When you streamline your insurance, insist on the *quality* protection and *full-time* service of Stock Company Insurance. **And remember: if you're not *fully* insured—it's not enough!**

NATIONAL BOARD OF FIRE UNDERWRITERS *An organization serving the Public and the Capital Stock Insurance Companies since 1866*
85 John Street, New York 38, N. Y., 222 West Adams Street, Chicago 6, Ill., 465 California Street, San Francisco 4, Cal.

CAPITAL STOCK COMPANY INSURANCE — Standard protection

Why McCann-Erickson Timebuyer selects Crosley WLW Stations for "Death Valley Days"

"Cooperation - all kinds of it - that's what you get from the WLW Stations. Yes, cooperation all along the line from sales representatives, from talent, from people behind the scenes, from everybody. I can always rely on the Crosley Station people to help eliminate those many complexities associated with today's time-buying. WLW Stations really clean up those stubborn-as-a-mule time-buying problems."

Chas. B. Willard

Charles B. Willard, McCann-Erickson Timebuyer

McCann-Erickson gets cooperation - and so will you and your products on the WLW Radio and TV Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW-T** *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta*

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO

MONDAY MEMO

from **MYRON A. MAHLER,** *vice president, creative director, radio-tv, Emil Mogul Co.*

SO YOUR COMMERCIAL IS CLEVER! BUT DOES IT SELL?

There are signs that writers of commercials have begun to overreach and outsmart themselves in an effort to attract attention and be different. Certain tendencies in writing call for a second look. I refer to commercials which are:

(1) so clever that the sales message is heard or seen ever so faintly, if at all;

(2) so ultra-sophisticated that it makes no sense on Main Street, U. S. A.;

(3) too advanced in art technique, in the case of tv commercials, to be understood by most viewers;

(4) obvious imitations of new techniques and ideas created by other copywriters. When a new type of approach hits the airwaves successfully, we get a plethora of bandwagon-jumping commercials that cancels or sharply reduces the effectiveness of the copy device;

(5) keyed to the wrong audience.

As a copywriter, I am keenly conscious of what radio and tv copywriters are up against.

There is the stark need to attract attention on airwaves overloaded with advertising.

There is the insistence—sometimes by agency superiors, sometimes by clients—to come up with something "new and different."

There is the temptation to create ads which will win awards in competitions.

There is the urge to write copy which will be talked about in advertising circles.

There is the fear that, unless at least a touch of "cleverness" is added, the commercial will look too simple, too uninspired—to the client.

Despite these reasons for the creation of such self-defeating commercials, I am convinced that copywriters have an obligation to both their clients and themselves to resist copy creation for any other reason than selling a product or service to the right people at the right time in the most interesting and effective way possible at the most economical cost.

THE COMMON DENOMINATOR MUST BE USED

It should go without saying—and I regret the need to say so—that ad copy-creation is no ivory tower undertaking. The copy man is a salesman trying to influence the minds of a great many people. He's not an abstract painter, a vanguard poet or a metaphysical thinker who aims to reach what he considers an audience of the elite.

Thus, before a copywriter can even begin to prime his cranial pump on an advertising idea, he has to consider some prosaic facts.

These facts, of course, will vary with each type of product or service. If he's selling albums of classical music, the facts he has to take into account will not be the same as those for shoe polish, cosmetics, candy or bread.

For a product intended for mass consumption—the kind most of us in advertising deal with—a creator of commercial copy cannot ignore these factual, albeit elementary items:

(1) Those are real people at the receiving end of advertising—not characters in a book manipulated by the author.

(2) They are people whose average educational level, even in this highly literate nation of ours, is not on a par with that of copywriters.

(3) They are people who are not alike, as peas in a pod. They differ from one another and their differences arise from a complexity of factors: national origin, religion, race, education, climate, income, regional mores, local customs, etc.

(4) In radio and tv, we are working in fast-moving media of fleeting pictures or words, where there is no time to contemplate and digest.

(5) Radio and tv audiences, like the country as a whole, are not the same everywhere and at all times. They differ by market, by station, by program, by hour of day.

The very recognition that these considerations exist and are a prerequisite of successful copywriting points to a logical conclusion. Namely, that radio-tv commercials, wherever feasible from a practical standpoint, should not be catchall broadsides. Naturally, network programs make uniform commercials mandatory and recorded jingles have to be standardized in spot campaigns. But there are times when it is desirable to adapt live copy in spots to local conditions.

Here are a few examples:

• Our field research revealed that in some markets color is the most important factor in the buying of auto seat covers, while in others the dominant motive is value. We wrote the commercials for Rayco auto seat covers to suit.

• The white-shoe season starts earlier in some parts of the country than in others. We keyed our commercials to the season for Esquire Lanol-White shoe dressing.

• The big season for household fabric dyes is the spring, when homemakers go in for their annual stint of freshening up and renovating their homes. But spring cleaning time doesn't start uniformly, the calendar notwithstanding. So our Tintex commercials took this fact into account.

• We learned that in certain markets there is a strong preference among women for high-heeled shoes, while in others the preferred choice is medium-height heels. We slanted copy to suit the local preference when we created commercials for National Shoes Inc.

YOU HAVE TO STRIKE A BALANCE

At the outset, I alluded to certain tendencies in broadcast advertising. I'd like to return to them.

For one thing, I'm not of the opinion that there's no room for ultra-sophisticated commercials. On the contrary, some of them can be good selling vehicles—but only if they're directed to the few sophisticated audiences there are.

But even in sophisticated markets, there's great risk in cleverness for its own sake or to hold interest. Here the danger is that the audience will say: "Wasn't that a clever commercial?" instead of "I'd like to try that product."

What this boils down to is the old conflict between form and substance. You have to strike a balance. In advertising, it is fatal, I feel, to let form take precedence over substance, to permit techniques to overshadow content. Just as important as how you say it, I am convinced, is what you say.

One last word: It doesn't follow that recognition of the educational level of the average audience demands copy that "talks down." On the contrary, if there is one sin that copywriters must shun, it is talking down to an audience.

Actually, simplicity of language is a guarantee that you are reaching the minds of all. You can be clear, concise and convincing in the plainest of English.

B. June 10, 1913, New York; educ., College of the City of New York 1933; after stints in teaching, department store advertising and free lance writing, joined Mogul agency in September 1943. In 1945 was named copy chief and in 1950 was elected vice president, creative director for air media, member of the executive committee and member of plans board.

Spark to Holocaust

THE government battle against advertising is no longer in Washington. It has moved 35 miles away to Baltimore. There in the Monumental City a monumental city tax has been imposed on all paid advertising effective Jan. 1, designed to raise $2.7 million of a needed additional $17.5 million city budget.

This is local taxation—so called. One of the two ordinances is for a 4% impost on all advertising purchased in all media. The other is a 2% tax on gross advertising receipts of newspapers, radio and television stations, billboards, car-cards and whatever else may be defined by the city fathers as advertising. It is local because it is inapplicable beyond city limits. Asiatic flu started locally somewhere too.

Baltimore's cocky little mayor, Thomas D'Alesandro Jr., got his rubber-stamp City Council to approve the levies despite serious questions of constitutionality on interference with the press (which also includes the broadcast media). He had cut the paid advertising tax from the original 7½% to 4%. He also had made slurring remarks about the inordinate profits of newspapers (which have opposed him politically) and presumably drew in the broadcast media because he couldn't do it any other way.

The cut in percentage doesn't remove the objection to this unjust, unprecedented, discriminatory, illegal and contagious tax. If it sticks, it will be picked up quickly by other politically-minded city governments who seek new revenue sources or who may have grudges against their local press and other media.

All media, through their trade associations or individually, owe it to the public and to themselves to join in the court test of the D'Alesandro connivance. Local advertisers are not going to pay a 6% premium when they are already paying city income and perhaps sales taxes. National advertisers will try to cover such tax premium markets by invading from without—through networks, rather than spot, in magazines instead of newspapers.

The little spark ignited by Mayor D'Alesandro can become a holocaust that might destroy locally placed and billed advertising in all media unless it is stamped out promptly.

Ann Arbor Anomaly

AN INTERESTING way of meeting the shortage of qualified science and math teachers has come from the University of Michigan campus at Ann Arbor. Garnet R. Garrison, the university's director of television, proposes the government buy top commercial tv time for educational programs.

Unfortunately Mr. Garrison let his zeal run away with his political reasoning processes when he suggested the government should exercise the right of eminent domain to reach mass audiences through regular tv channels. In other words, he wants the government to appropriate private property for public use, with compensation for the value of choice tv hours.

It's good to know, Mr. Garrison feels, that if tv can motivate a desire to buy consumer goods it also can help solve a concededly critical educational problem. But it's utterly baffling to hear him propose a dictatorial type of confiscation that would have aroused only tolerant smiles had it come from the effervescent mind of one of his underclassmen.

Legion of Tolerance

AS DIRECTED by the Vatican, the U. S. Catholic hierarchy has begun planning an organization to judge radio and television as the Legion of Decency has judged motion pictures.

The name and scope of the Episcopal Committee on Motion Pictures have been enlarged. It is now the Episcopal Committee for Motion Pictures, Radio and Television, and it has embarked on a year's study to develop means of evaluating radio and tv programs. Meanwhile the committee, composed of five bishops, will continue to make policy for the Legion of Decency.

The extension of active Catholic scrutiny into the fields of radio and tv is the consequence of an encyclical issued last August by Pope Pius XII. The encyclical was, on the whole, a temperate document which carefully avoided suggestions that the Catholic hierarchy should attempt censorship outside the church. We have no doubt that the U. S. bishops will be sincere in their efforts to follow the Vatican mandate.

But we cannot help wondering, as we wondered when the encyclical was published, whether a program of self-discipline so massive as to include the entire Catholic laity and priesthood can be put into effect without creating serious censorship outside the Catholic community.

Drawn for BROADCASTING by Sherwin L. Tobias

"Yes, I like it, too, but will Ed Murrow like it?"

The Legion of Decency classifies movies as "unobjectionable" or "objectionable." These classifications mean, of course, that the movie in question is either objectionable or unobjectionable to Catholics.

It is unnecessary to point out that some things that are objectionable to Catholics are unobjectionable to non-Catholics. The moment the radio and television Legion of Decency, or whatever it comes to be called, allows its influence to extend outside its own church, the body will itself deserve a rating of "objectionable."

Our Cup Runneth Over

OUR MAIL this week accuses us of corrupting maidens, breaking homes, orphaning children, associating with the devil and, worst of all, drinking. Baptist ministers throughout the South are praying for our salvation—but without much hope.

The crimes with which we have been charged and the stern fates to which we have been committed may be studied in greater detail in our OPEN MIKE department of this issue. The letters there are a mere sampling of more than 150 we had received when this editorial was written.

Our principal crime, of course, was in writing an editorial suggesting that broadcasters ought to reappraise their ban against liquor advertising. This editorial, from our Oct. 28 issue, was reprinted (without our permission despite copyright restrictions) and circulated to southern Baptists by Paul M. Stevens, director of the Radio & Television Commission of the Southern Baptist Convention, with the request that they write the editor.

We have no idea what action is in store for us from Mr. Stevens and his associates when they get to work on our second editorial which ran last week or on this third one. Surely, men of the cloth will not resort to bodily assault, though that is the only recourse which they have not yet taken.

The reaction we have had so far to our proposal that liquor advertising be admitted to the airways confirms what we have believed all along—that prohibitionists make noise all out of proportion to their numbers. For lack of other noise, theirs can sound impressive. We are firmly convinced that if the liquor question were to be resolved by ballots instead of shouting there would be no change whatever in the nation's liquor laws.

The repeal of the 18th Amendment made liquor legal nationally. But some states have historically remained dry, and individual communities within still other states have retained various forms of prohibition. In such places liquor advertising obviously would not be appropriate.

Outside those areas, however, liquor is not only legal; it is socially acceptable. Indeed it is a standard part of the social scene. Where liquor is legal we doubt that broadcasters would encounter anything but an increase in income if they accepted liquor advertising under proper controls.

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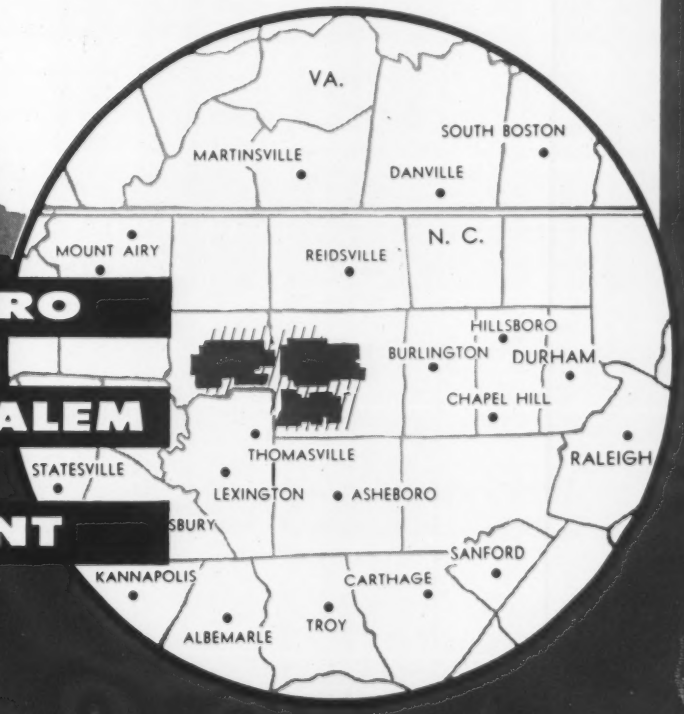

GREENSBORO

WINSTON-SALEM

HIGH POINT

GREENSBORO-HIGH POINT-WINSTON-SALEM
(3 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map and data ning of the State.

wfmy-tv 2
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